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# AMERICAN BUILDER

WORLD'S GREATEST  
BUILDING PAPER

TECHNOLOGY DEPT.

DETROIT



BUY MORE WAR BONDS THAN EVER BEFORE





# IT PAYS TO FEATURE THE LEADER!

## CELOTEX

The Brand Your Customers and Prospects Accept with Confidence

THERE'S one way to have the odds in your favor when it comes to closing new-construction or remodeling jobs. That is to feature building products bearing the Celotex name.

It gives you the edge on competition... because America knows and respects the Celotex name. More than 20 years of effective advertising have established Celotex leadership by driving home these facts:

1. Celotex is the only manufacturer of cane fibre building boards in the country.
2. The long, tough interlocking cane fibres give these Celotex boards great

strength and insulating value.

3. Only Celotex cane fibre insulation board products are protected against termites and dry rot by the exclusive Ferox Process.

Remember, too, that customer-confidence in Celotex Building Products has been maintained by high quality, year in and year out. And this consistent quality has been protected by constant research and steady improvements in manufacture.

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### Celotex Rock Wool Batts for Home Insulation



For proved efficiency at moderate cost—but with fine profit to you. Fire-proof. Full thickness—can be applied between attic floor joists or rafters. Celotex Rock Wool also available for "blow-in" application. Easier FHA financing now available to your prospects.

### Celo-Rok Wallboard and Weather-Proof Siding



Celo-Rok gypsum wallboard is fire-resistant—won't warp, expand or contract. Light weight makes board easy to handle—yet they are strong and durable.  $\frac{1}{4}$ " thick with square edge;  $\frac{3}{8}$ " and  $\frac{1}{2}$ "

thick with square, recessed or beveled edge. Sizes: 4' x 6', 7', 8', 9', 10', 11' and 12'.



Celo-Rok Weather-Proof Siding is a fire-resistant gypsum board for use in place of both sheathing and siding. Treated with weather-proofing compound. Green-finished exterior requires no painting.  $\frac{1}{2}$ " thick with T&G long edges; 1" thick with ship-lapped long edges. Sizes: 24" x 6', 8', 9' and 10'.

### Celotex $\frac{1}{2}$ " Building Board

Celotex standard cane fibre building board—for use wherever strength, rigidity, light weight and insulating properties are required. Smooth ivory-coated on one side; natural on back. Ferox-Processed against dry rot and termites. Sizes: 4' x 6', 7', 8', 9', 10' and 12'.



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For all general buildings. Applied to studding, it combines siding, sheathing and insulation in one rigid, weather-resistant material... saves lumber, time, labor. Bufftone or green mineral-surfaced exterior.  $\frac{7}{8}$ " thick—4' x 8' and 10' with square edges; 2' x 8' with T&G long edges.  $\frac{5}{8}$ " thick—4' x 8' with square edges.

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- Celotex Insulating Lath
- Cemesto
- Celotex Roof Insulation
- Celotex Triple Sealed Roll Roofing
- Celo-Rok Anchor Lath
- Celotex Insulating Sheathing
- Celotex Insulating Interior Finishes
- Celotex Triple Sealed Shingles
- Celo-Rok Plasters
- Celo-Rok Sheathing
- Flexcell Expansion Joint

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REG. U.S. PAT. OFF.  
BUILDING PRODUCTS

Buy an EXTRA Bond Today... and Keep ALL the Bonds You Buy!

THE CELOTEX CORPORATION, CHICAGO 3, ILLINOIS

Published monthly by Simmons-Boardman Publishing Corporation, 105 W. Adams St., Chicago 3, Ill. Subscription price, United States, Possessions, Canada and Mexico, 1 year: \$2.00; 3 years, \$5.00; foreign countries: 1 year, \$3.00; 3 years, \$8.00. Single copies 25 cents. Entered as second class matter Oct. 11, 1930, at the Post Office at Chicago, Illinois under the act of March 3, 1879, with additional entry as second-class matter at Mount Morris, Illinois. Address communications to 105 W. Adams St., Chicago 3, Illinois.



"And now  
we'll build that  
new home"



## Make their new home brighter, cheerier —with *Fenestra* STEEL CASEMENT WINDOWS

Soon you'll be building those new homes with the extra bright, airy and cheerful rooms that people have been waiting for so long.

Rooms daylighted by the new Fenestra Steel Casement Windows whose slender frames and muntins afford larger glass areas . . . rooms ventilated by swing leaves that reach out, capture breezes from three directions.

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Plan your new homes for better windows for better living. Ask for the new booklet that tells how to select the right windows for each room in the house. Mail the coupon.

RESIDENCE STEEL CASEMENTS

*Fenestra*



DETROIT STEEL PRODUCTS COMPANY,  
AB-6, 2260 East Grand Boulevard, Detroit 11, Michigan.

Please send me the new "Fenestra Residence Casements" catalog and the new "How to Plan Better Windows for Your New Home" booklet.

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BETTER HOMES AND GARDENS

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Eljer's consistent advertising in these leading "home service" magazines is read by millions of your clients. Tens of thousands of them continue to write for information about Eljer fine plumbing fixtures in vitreous china and enameled cast iron.

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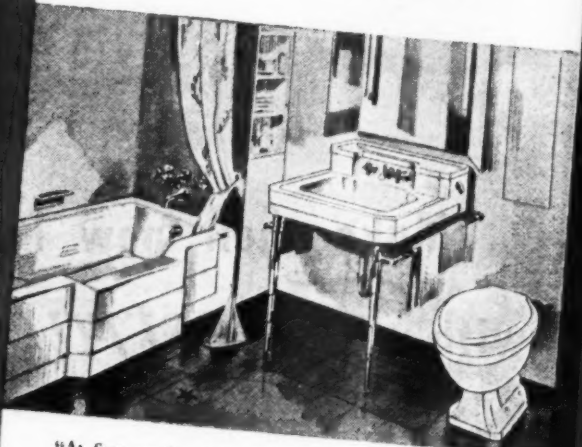
Since 1907 Makers of Fine Plumbing Fixtures

SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES

# ELJER



"No Magician needed..."



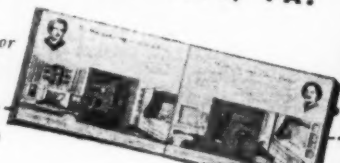
"At first we thought we'd have to hire a magician to design the bathroom that would satisfy the 'Roman Pluge' ideas of Bob and the two boys; and still have it smart and feminine for my sake. Then we wrote for Eljer's book on bathroom planning . . . it was full of down-to-earth suggestions from people like ourselves and gave us just the magic touch we needed.

"Today our bathroom with its bright and modern fixtures by Eljer is our pride and joy. It really started something too, because several of our friends were mighty envious and now they are planning Eljer bathrooms."

Why not let Eljer send you a copy of the bathroom and kitchen idea book titled, "Women Tell Us"?

**ELJER CO. • FORD CITY, PA.**

Get this free book of ideas for your kitchen or bathroom of tomorrow



ELJER CO., Dept. G-20  
Ford City, Pa.



# BUILDERS PREFER *Tru-sized* DOORS FOR BETTER, MORE ECONOMICAL JOBS

Says B. G. YOUNG, Manager,  
W. P. Fuller & Co., Tacoma Wash.  
Prominent Western Jobber

*Paints* **FULLER PAINTS** *Glass*  
*They last*  
PIONEER WHITE LEAD • MIRRORS • VARNISHES • WALLPAPER • SASH • DOORS  
**W. P. FULLER & CO.**  
TACOMA, 1, WASHINGTON  
1117 A STREET  
B. G. YOUNG, Manager

April 10, 1945

The Wheeler, Osgood Company,  
1216 St. Paul Avenue,  
Tacoma, 1, Washington

Gentlemen:

In a talk today with your salesman about our opinion of factory-fitted TRU-SIZED doors, he remarked that you would like our personal opinion of them.

Speaking for the local branch of W. P. Fuller & Co., we have successfully used TRU-SIZED and machined doors on several emergency housing jobs, and thoroughly believe they were responsible for considerable saving in valuable time. They also contributed to a better job, and in our opinion were more economical than the old type of door installation, and in fact some of our large local builders in Tacoma have demanded TRU-SIZED doors for the above reasons.

Undoubtedly, the examples we are seeing today of better installations; better buildings; made possible through the use of TRU-SIZED and machined doors, will carry over into the post-war building era.

The dependability of a completely finished product like TRU-SIZED and machined doors, we believe will receive ready acceptability in the future on the part of the carpenters and builders.

Yours very truly,

W. P. FULLER & CO.

By *B. G. Young*  
Manager.

BGY:J

More and more builders are telling their jobbers, "Send us Tru-Sized Doors—they save time and money, and we get better finished jobs." Each Tru-Sized Door is a high quality product, finished to exact book opening size and ready to hang—no sawing—no planing—no fitting required. Time saved in installation averages 55 minutes per door and this saving can be increased to 70 minutes if doors are ordered fully machined for locks and hinges.

**WHEELER OSGOOD**  
*Tru-sized* **DOORS**

The Wheeler, Osgood Company, Dept. 7-29  
Tacoma 1, Washington.

Please send me free literature and detailed guide sheet for ordering Tru-Sized Doors.

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A light, airy and comfortable base hospital in the Pacific war zone. Thanks to modern American methods, 97% of our wounded fighters live.

## WHY MORE UPSON PANELS ARE NOT AVAILABLE FOR CIVILIAN USE

**W**E HAVE ALWAYS taken pride in our ability to make prompt shipments.

But now the war needs of our armed forces have first call upon our facilities. Upson Panels meet government specifications for many vital war uses!

Because of their unusual qualities, many, many thousands of our panels continue to go into quarters and hospitals for fighting men who are sacrificing time, home comforts and even life itself for our country. We know that you do not want one single panel that is critically needed by these men.

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has permitted us to better meet vital war assignments. Every day brings us nearer the time when we can resume intensive co-operation with contractors. We are preparing now for that day.

Meanwhile, there is a big measure of satisfaction in knowing that your sacrifice is helping to provide a sanitary modern hospital in the midst of a steaming jungle. Or perhaps a grand scale American housing project for American boys on foreign soil. The Upson Company, Lockport, New York.

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# LETTERS

To the Editor

## How to build in India

*To the Editor:* A builder in this country needs nothing more than a pile of bamboo and a hooked knife. The carpenters, as they are classed, receive one rupee (30c) per day and can be called skillful in a broad way. For example, one morning ten Indian carpenters showed up at our basha (hut) with three old discarded railroad ties and with tools, the type used centuries ago, proceeded to make screen doors and window screen frames complete with half-round moulding—this incident alone proved to me that nothing is impossible in the building trade.

My address has been changed from A.P.O. 17639 to A.P.O. 214—will you kindly see that the mailing address is changed in your files so that my *American Builder* will reach me with regularity. It keeps me in contact with the latest building trends. I enjoy it, and thank you for the good work that you are doing.—S/SGT. GEO. RISKÖ, 31312616, c/o Postmaster, New York.

## Booster for adobe

*To the Editor:* An article on the use of stabilized adobe should be very interesting. A firm in Toronto has constructed a building using asphaltic emulsion as the stabilizing agent and found it very satisfactory. It would appear to me that this method of construction would be very useful for farm buildings where cost is always the first factor.—Q.M.S. A.F. PAULITZA, Camp Borden, Ontario, Canada.

## Answer on leased homes

*To the Editor:* I read with much interest Mr. Porritt's letter in the May issue of *American Builder*. The reference to people buying automobiles instead of homes was so close to what I have been saying and writing for six years that it seemed as if I were talking to myself. For six years I lived at the corner of Catherine and Monroe, which is just about halfway between Chinatown and the East River. The building is Knickerbocker Village, an apartment house with 1285 apartments. In the building were quite a number of amateur civil workers who were members of the K.V. Tenants Association. I was much amused at their views about better housing for the people living in cold water tenements. I am positive they had never been in one of them, didn't know any of their neighbors who lived in them, had no idea of how the neighbors regarded K.V. One of these amateur better housing boosters finally answered my questions by saying they would "make them live in the house and after two or three generations they would get used to it."

I have a friend, a well educated, well informed man, an Englishman who was in London up to three or four years ago and was in touch with one of the better housing projects there. He told me there wasn't a week that some one was not dispossessed because they would not comply with simple rules about keeping the place from being filthy.

During the World War, people in the mill towns of Massachusetts were making more money than they had ever made before. They were buying everything they could buy on the installment plan. In some of the towns the merchants had a sort of credit organization where they turned in names of installment customers and the

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FOUNDED—1879

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JUNE

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# SOMEDAY YOUR NEW HOME MAY PUT YOU "BEHIND THE EIGHT BALL"

... unless you take this precaution!



● Many a man may build or buy a new home only to find himself "behind the 8 ball" when he tries to sell or rent—all because of a *skimpy chimney*! You see, a small chimney is good for burning only the *most expensive* fuels. Once you've got it, you're "stuck." You can't easily switch to coal. But someday you may want the big economy advantage and the dependable, even, healthful heat of Bituminous Coal. For remember, today's expensive fuels may be still more costly in the years ahead!

The extra cost of an adequate chimney—one that can efficiently handle *any* fuel—is small. Only about \$16 for the average 7-room house! And should you decide on Bituminous Coal, you'll find it can save you enough to pay a good part of your taxes or mortgage interest. Yet economy is only one reason why 4 out of 7 homes in the U. S. heat with coal!

But no matter *what* kind of heat you plan for the present, be sure you get an *adequate chimney*—so you'll be free to switch to any other fuel you may choose in the future. It will pay you to talk this over with your architect or builder!



**AN ADEQUATE CHIMNEY**—one that's efficient for burning Bituminous Coal—is also efficient for any other fuel you might choose. And Bituminous Coal—when used with a modern, automatic stoker—gives the most *uniform* as well as the most economical heat—clean, steady, odorless, smokeless.

**BITUMINOUS COAL INSTITUTE, 60 EAST 42ND STREET, NEW YORK 17, N. Y.**

(This is one of a series of advertisements now appearing in home-makers' magazines)



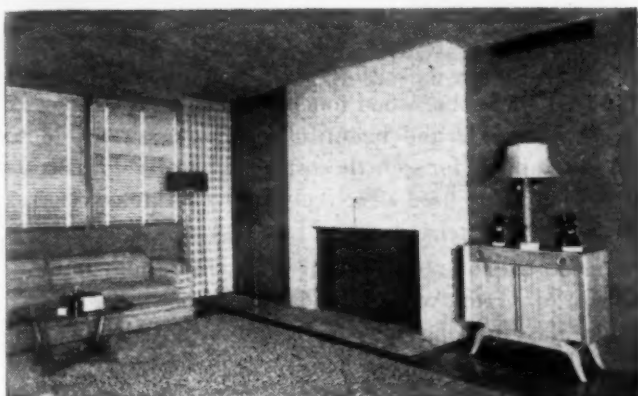
## PREDICTION:

Laucks Construction Glues will be used in thousands of tomorrow's homes just as effectively as they are used today in America's largest housing project.



## TODAY

World's largest housing project: 24,000,000 ft. of plasterboard glued to studding with Laucks 888-P Glue.



## TOMORROW

Plywood walls and ceilings, laminated and glued to studding with Lauxite Resin.

Architects, builders, contractors and prefabricators have proved to themselves and to the building world, the strength, durability and practicality of wartime's new building techniques using Laucks Construction Glues.

In all types of tomorrow's homes, factories, hangars, warehouses and public buildings, war-proved engineering-with-wood-and-glue will be inevitably adopted. And as usual Laucks will be there to deliver proved products for the job, and the engineering "know-how" for utilizing them successfully in prefabrication, stressed-cover construction, dry-wall building, cabinet and built-in-work, laminated arches and beams.

### LAUXITE RESIN PF-90C

Completely waterproof, weather-resistant, boil-proof, phenolic type liquid resin adhesive to which a separate catalyst is added at mixing time. Sets at room temperature (70°F.) on softwood. Slightly higher for hardwoods (110°-140°F.) for laminating, veneering, and assembly gluing. Especially adapted for aircraft and marine construction, arches, beams, prefabricated units subject to exposure and water.

### LAUXITE RESIN 77-X

Urea formaldehyde resin glue in powder form with catalyst incorporated. Mixes quickly in tap water; no heating, no waiting. Highly water-resistant. Recommended for use on prefabricated units, arches and beams. For hard or soft woods.

### LAUXEIN GLUE 888-P

High quality casein glue in powder form. Meets U.S. Navy Specification 52G8b (with Amendment C) and A.A.F. Spec. 14122, for dry strength, water-resistance and working life; makes unusually strong, quick bonds. Used on either hard or soft woods. Excellent results at low pressures. Contains a preservative to inhibit mold growth. Used for prefabricated walls, laminated arches, beams.



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In the West: Seattle 4, Wash. In the East: Lockport, N. Y.  
Los Angeles 1, Calif. Portsmouth, Va.

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Laucks Ltd.: Vancouver, B. C., Stanbridge, Que.



**FOR EXAMPLE:** The loveliness of a mantel mirror like this, flanked by smart Plate Glass shelves for knick-knacks, is sure to impress prospects. See the details below which show how to install this type of mirror.

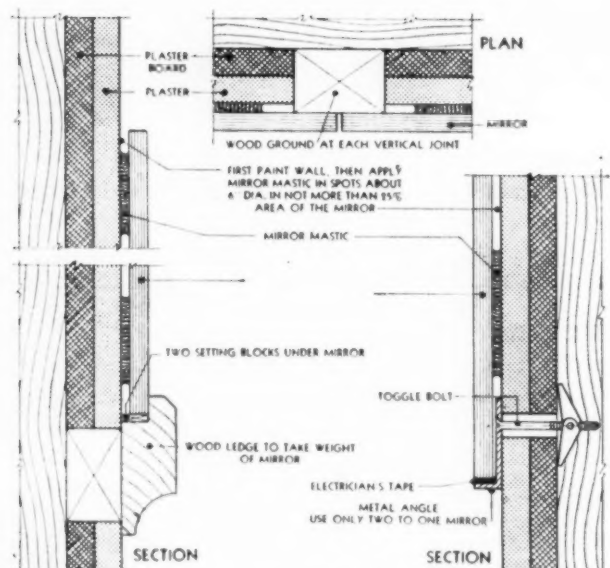


**GLASS**—the added touch that makes a house look up-to-date and beautiful. Only glass can add so much sales appeal for so little cost. And because glass costs so little, it can be used effectively in even the lowest-cost homes. Every nickel you spend for glass in a house shows.

Prospects are impressed by the beauty of a built-in mantel mirror, a picture window, full-length door mirrors. And they like glass installations which combine both beauty and utility—bathrooms and kitchens walled with easy-to-clean Carrara Structural Glass; window sills of Carrara; a doorway framed with PC Glass Blocks. Applications such as these immediately stamp your house as one which is modern and charming—one which is “a good buy.”

Send the coupon today for our free booklet which shows the many ways glass can be used inexpensively to make houses easier to sell. Actual detail drawings, which show exactly how each glass installation is made, are included in this booklet.

**PITTSBURGH** stands for Quality Glass and Paint



**METHOD OF MIRROR APPLICATION TO PLASTER WALL WITHOUT ROSETTES**

Pittsburgh Plate Glass Company  
2165-5 Grant Building, Pittsburgh 19, Pa.

Please send me, without obligation, your new booklet entitled, "A Little Extra Glass Means a Lot of Extra Charm."

Name.....

Address.....

City..... State.....



**PITTSBURGH PLATE GLASS COMPANY**





## PUBLISHER'S PAGE

### "Full Employment in a Free Society"

THE private building industry expects if given opportunity to contribute its share toward what is called "full employment." But what would be "full employment"? Apparently nobody in this country has definitely estimated; but Sir William Beveridge, in his new book "Full Employment in a Free Society," estimates that in Great Britain it would be 97 per cent of the available labor force.

This is significant because Beveridge is the outstanding British advocate of the same program for assuring "full employment" that is being promoted by our New Dealers. The program, as set forth in Beveridge's book, includes government "planning" and control of all private investment and spending, and as much additional spending by government as may be deemed necessary by the planners. The program is based upon the assumption that free private enterprise cannot or will not provide enough employment.

Free private enterprise is the thing most essential to maintenance of a "free society." And yet, ostensibly to assure "full employment in a free society," the promoters of this program advocate policies which plainly would destroy free private enterprise. What, then, is there to their claim that free private enterprise cannot or will not provide adequate employment? The defenders of free enterprise should know and use the history of employment in the United States, which completely refutes this claim.

Beveridge takes from the Conference Board's "Economic Almanac, 1943-1944," statistics showing the size of the labor force and the number of persons unemployed in the United States during the recent depression years. But he ignores comparable statistics for the pre-

ceding thirty years given in the very same tables. The annual averages for the three decades and the thirty years 1900-1929, inclusive, and for the subsequent eleven years are given herewith.

Decade	Average Labor Force (Thousands)	Average Employed (Thousands)	Per cent Employed
1900-1909	33,230	32,123	96.7
1910-1919	39,858	39,566	99.2
1920-1929	44,980	43,360	96.4
Thirty years 1900-1929	39,356	38,349	97.4
Eleven years 1930-1940	51,703	43,310	83.8

There was no government "planning" or spending to assure employment prior to 1933. It was provided almost entirely by free private enterprise. And the statistics which Beveridge ignored show that employment in those years in the United States averaged 97.44 per cent of the labor force—more than he concludes would be "full employment." There was government "planning" and spending in the eight years 1933-1940 expressly to increase employment. But employment in these years was only 83 per cent of the labor force. Unemployment averaged only 1,006,000 in the thirty years ending with 1929. It averaged 8,855,000 in the eight years ending with 1940, and was still 7,640,000 in 1940.

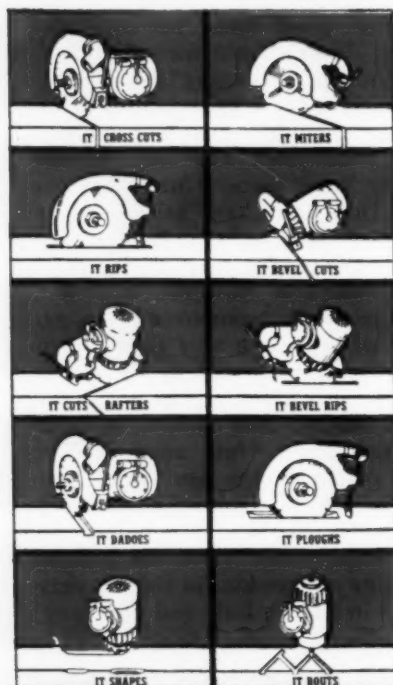
The foregoing incontrovertible facts indicate that the worst way government can influence employment in peace-time is to restrict private enterprise with controls, and burden and compete with it by spending. The "full employment" program of Beveridge and our New Dealers is copied from Communism, Fascism and Naziism; and—whatever its effect on employment—would destroy every vestige of freedom in this country—as it did in Russia, Italy and Germany.

*Samuel O. Drumm,*





## Any house that **DE WALT** custom-cuts on the job...goes up better, faster, and at less cost!



...and with proper  
tools makes any  
cut possible!

When our armed forces make a new invasion, one of the machines going ashore *first* is DeWalt.

This versatile, all-purpose cutting machine is the one you should consider *first* as you plan for tomorrow's building.

DeWalt puts your job on a "production line" basis—saves layout time, materials handling time, reduces cutting time, eliminates material waste, saves countless man hours.

DeWalt *accurately* cuts material for framing and for roof, interior trim and special jobs. This accuracy gives you quicker fitting and a neater job.

The DeWalt model illustrated on this page is rugged, compact—and yet portable. It can be carried from job to job easily.

Investigate DeWalt. Own a DeWalt. DeWalt is available in models ranging from ½ H. P. to 10 H. P. Write for full information. DeWalt Products Corporation, 16 Fountain Avenue, Lancaster, Pa.

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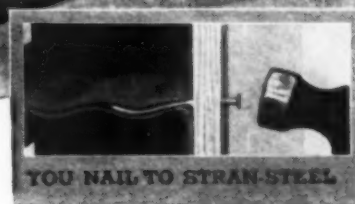




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can provide steel's permanence**

The economical permanence of steel-framed buildings cannot be questioned. Stran-Steel has added mass-production economy to home and industrial building. It has taken its place as a universal building material of unlimited adaptability. Whether used in single residences, multiple dwellings, apartment houses or commercial structures, Stran-Steel has brought new efficiency and new flexibility to building design.

Light in weight, rustproofed, Stran-Steel is an ideal material to work with . . . gives speed of erection, fire-safety and lowered maintenance. Joists, studs and plates are of steel—steel for strength, uniformity and imperviousness to termites and dry-rot. Think in terms of Stran-Steel for *permanent*, economical construction.



Think in terms of  
**STRAN  
STEEL**

SERVING TODAY IN THE  
QUONSET HUT

**GREAT LAKES STEEL CORPORATION**

*Manufacturer of the Famous Quonset Hut for the U. S. Navy*

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DETROIT 26, MICHIGAN**

UNIT OF NATIONAL STEEL CORPORATION









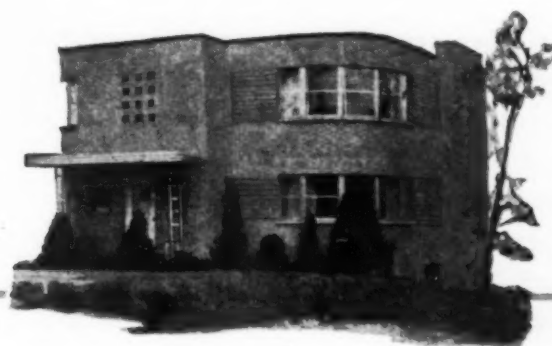
For small homes



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period homes



or modern homes

windows of Alcoa Aluminum fit any type of architecture because they are so attractive and inconspicuous. They never require painting; cause no trouble by rusting and rotting. No warping or swelling to cause sticking. Always easy to operate. Include windows of Alcoa Aluminum in your postwar plans. ALUMINUM COMPANY OF AMERICA, 1914 Gulf Bldg., Pittsburgh 19, Pa.

*Windows of*  
**ALCOA ALUMINUM**





# Gerity Helps You Sell!



This is one of seven colorful, ultra-modern displays available to Gerity dealers.



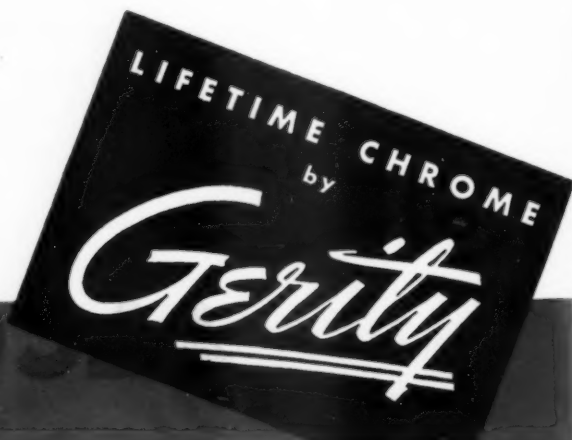
**G**ERITY believes that simply stocking your shelves with well designed, well made merchandise is not enough. It is a part of our responsibility to help you present Gerity merchandise to your customers in such a way as to produce maximum turnover with a minimum of sales effort.

Therefore, Gerity offers you a series of seven ultra-modern, beautifully finished display boards designed for counter, wall, or window display use, a display to meet the exact requirements of every establishment, large or small, wholesale or retail.

In addition, Gerity products are presented in new, brilliantly colorful packages that you will want to keep up on your shelves where they will be seen by every customer.

Add to these sales helps the fact that the story of Gerity's lifetime guarantee is being told to your customers in leading national magazines, and it's easy to see why "Lifetime Chrome" by Gerity is destined to be America's fastest selling line of bathroom accessories!

*Write or wire for illustrated booklet describing Gerity "Lifetime Chrome" displays and complete information about the Gerity lines. Orders now being accepted for future delivery.*



**GERITY-ADRIAN MFG. CORP.**  
**ADRIAN, MICHIGAN**





### A HAMMER TOOL FOR EVERY JOB

- STAR DRILL:** For clean round holes in concrete, brick, cement, etc.
- BULL POINT:** For demolition work on concrete, stone, brick, etc.
- SPEED BIT:** Cuts small holes faster than star or diamond drills.
- COLD CHISEL:** For chiseling, scaling, surfacing concrete or metal.
- WOOD CHISEL:** For cutting in wood and compositions.
- BUSHING TOOL:** For removing form marks or scuffing concrete surfaces.
- SEAM TOOL:** Cleans out old mortar between bricks or masonry for repointing.

# Smashing Hammer Action



# Machine Gun Speed

**Black & Decker Electric Hammers make  
quick work of tough jobs . . .**

**drive star drills, bull points, spikes, cold chisels,  
wood chisels, bushing tools, many others.**

Black & Decker Portable Electric Hammers deliver knock-out blows to any hammering job from light scaling to heavy demolition. These high-speed, hard-hitting Hammers drill or channel in brick, stone and concrete . . . chip, clean and scale metal . . . gouge, shape and notch timber . . . drive spikes . . . tamp and vibrate concrete forms . . . scuff concrete surfaces and remove form marks . . . handle brute-force demolition . . . save time and effort on an endless variety of jobs from caulking and seaming to tree surgery.

Amazingly husky but light in weight, a Black & Decker Electric Hammer is completely self-contained . . . requires no transformer or extra equipment . . . is powered by a rugged universal motor that drives a positive-gear hammer mechanism . . . operates wherever there is an electric outlet, AC or DC, or from a portable generator. Made in 4 models, all rated by drilling capacity in concrete: for holes up to  $\frac{1}{2}$ ", \$85; to  $\frac{3}{4}$ ", \$115; to  $1\frac{1}{8}$ ", \$145; to 2", \$195.

Our free "Hammer Handbook" is packed with facts and on-the-job photographs which show how Black & Decker Portable Electric Hammers make quick work of tough hammering jobs in dozens of trades and industries . . . and how they can save time, labor and money for you. For your copy, write: The Black & Decker Mfg. Co., 666 Pennsylvania Avenue, Towson 4, Maryland. For expert help on any tooling problem, call your nearby Black & Decker Distributor.

LEADING DISTRIBUTORS  EVERYWHERE SELL

# Black & Decker

PORTABLE ELECTRIC TOOLS



in floors, too...

IT'S THE

*Finish*




*America's Beauty Floors*



# THAT COUNTS !

IT'S THE NEW FACTORY FINISH  
ON BRUCE FINISHED FLOORING THAT  
WILL MAKE IT A WINNER FOR  
POSTWAR BUILDING

## 8 WAYS BETTER THAN ON-THE-JOB FINISHES!

- 
- 1 **Smooth Sanding**—Each strip sanded to perfect smoothness on multiple drum, precision sanders. No sander marks.
  - 2 **Prime Condition**—Finishing starts immediately after sanding, so no "raised grain." Moisture content of flooring is right.
  - 3 **Perfect Filling**—Highest quality silex filler is rubbed into wood as flooring moves down the finishing line.
  - 4 **Thorough Sealing**—Bruce Finish penetrates into wood pores... seals them against dirt and wear. Enhances beauty of wood grain.
  - 5 **Infra-red Drying** applies heat uniformly... welds finish into a tough, even film. No "unfavorable drying weather" at the plant.
  - 6 **Extra Buffing** with high-speed brushes burnishes finish into wood... provides a harder, smoother surface to receive wax coat.
  - 7 **Superior Waxing**—Special wear-resistant wax is applied evenly, then polished over and over with brushes and buffers.
  - 8 **Proper Seasoning**—Finishing done weeks before flooring is used—so no hazard of finish being walked on too soon.

*Yes! It's the Finish that Counts in Floors!*

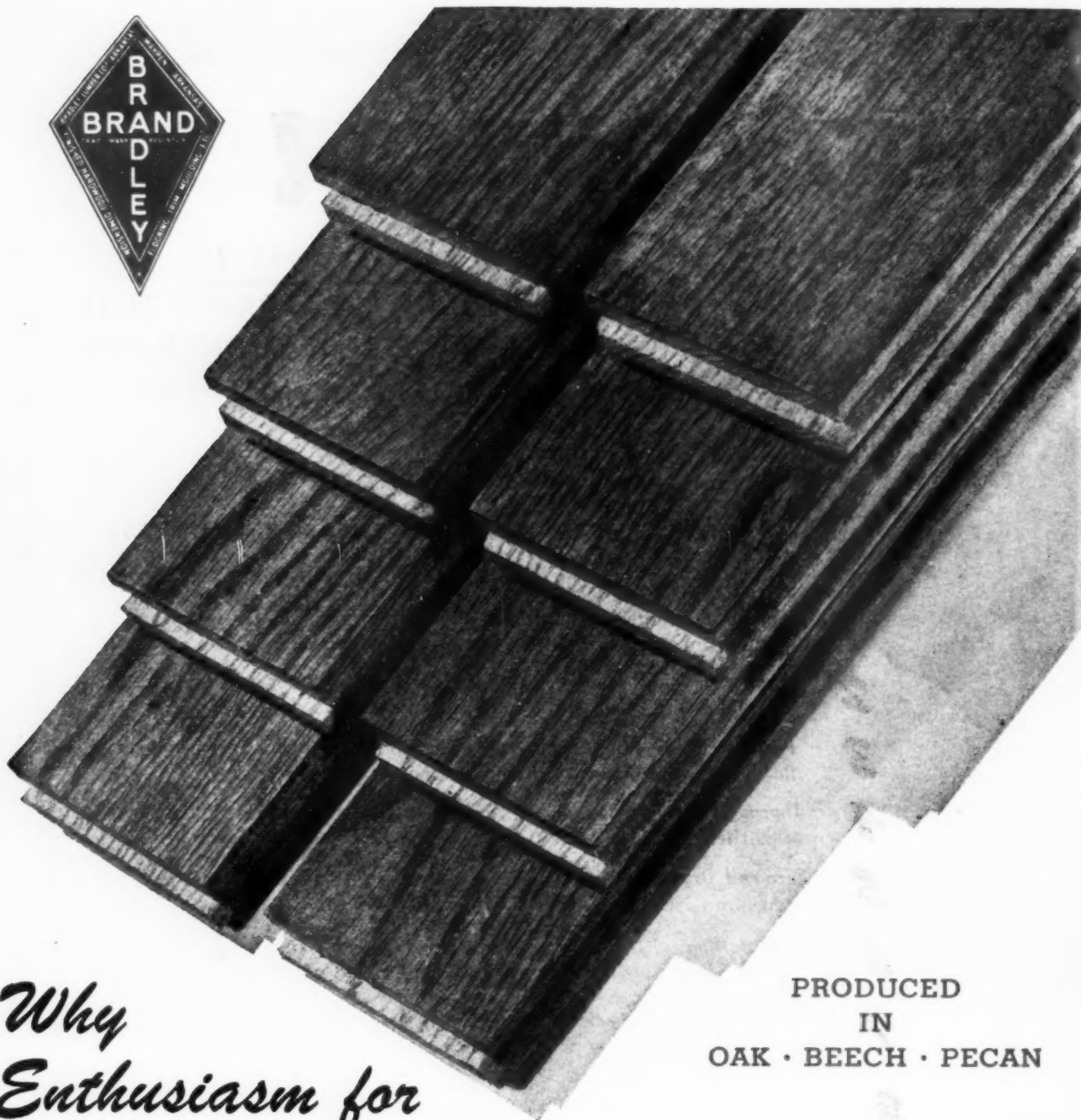
New Bruce Finished Floors will give homebuilders everything they want: Extra beauty... Extra wear... Extra cleaning ease! They will give the building industry a modern material that can be used and recommended with confidence for postwar building. Announcement will be made when the new Bruce Finished Flooring is available.

**E. L. BRUCE CO.      MEMPHIS, TENN.**

*World's Largest Maker of Hardwood Floors*

# BRUCE FINISHED FLOORS





## Why Enthusiasm for BRADLEY Pre-Finished FLOORING

PRODUCED  
IN

OAK • BEECH • PECAN

Another thing that catches your eye in Bradley Pre-Finished is the *perfect symmetry* of the strips.

In the bundle or in loose courses ahead of the floor layer, they *look* straight. In laying, they're as straight as they look. That's because Bradley's accurate *straight-line* sawing produces strips which come through the flooring machines with *tongue and groove* exactly *parallel from end to end*.

*Straight-line* is the reason for floor layers' *spontaneous enthusiasm* for Bradley Pre-Finished; freedom from crook and nailed-in tension is the reason for its permanent smoothness; mechanical application of the penetrating finish at the factory is the reason

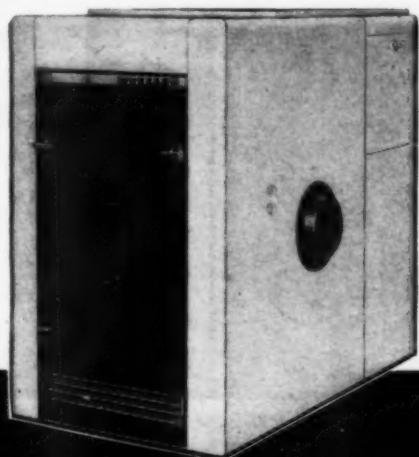
## is Spontaneous!

for its uniform color: heavy-bodied wax is the reason for its enduring lustrous beauty.

In the sum of these reasons, Bradley has achieved a new standard of comparison in Pre-Finished Hardwood Floors. In the superiority of that standard, dealers, contractors and floor layers will find the answer to increased flooring sales and profits in the markets of tomorrow. Write for data and specifications.

**BRADLEY LUMBER COMPANY of Arkansas**  
WARREN, ARKANSAS





## A Mueller Climatrol System to condition the air



... A Mueller Season-stat  
to keep the system in  
step with the weather



True Indoor Comfort  
and a satisfied client

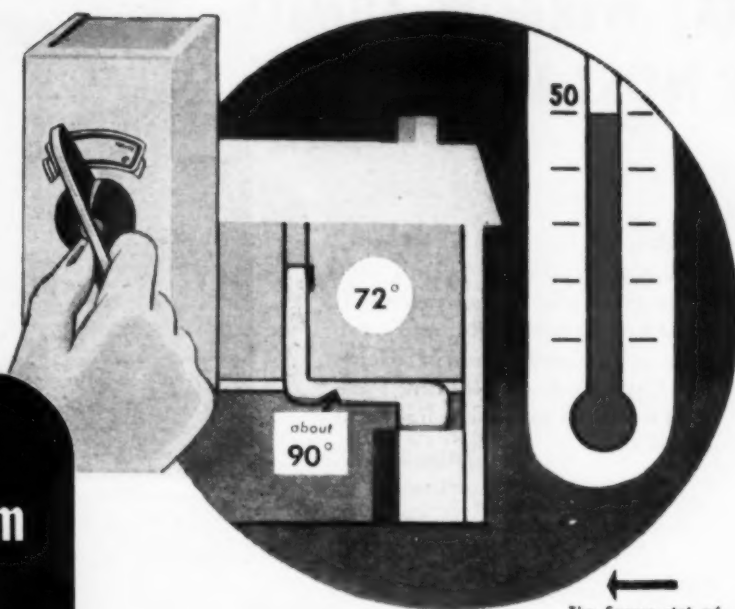
There are many factors required to provide Indoor Comfort. They are all dependent upon the treatment and circulation of air. Continuous circulation of air, heated to a temperature in relation to the outdoor temperature, is attained with the Mueller Season-stat throughout the heating season. A simple adjustment does it. . . . You are providing an installation whose basic function is the treatment and circulation of air when you specify Mueller Climatrol Winter Air Conditioners, equipped with the Season-stat — for gas, oil or coal. Mueller equipment is nationally-known, nationally-advertised, backed by an 87-year performance record. Write for bulletins. L. J. Mueller Furnace Co., 2016 West Oklahoma Avenue, Milwaukee 7, Wisconsin.

Member

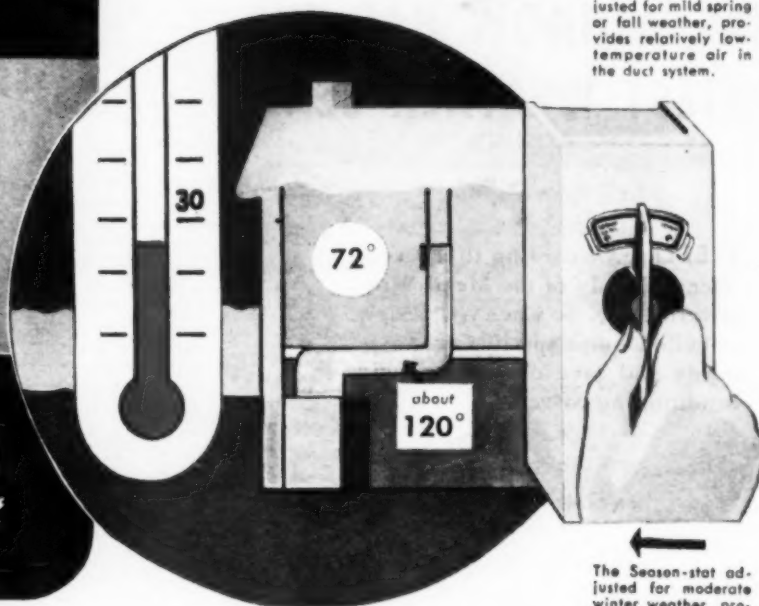
**MUELLER** *Climatrol*  
Reg. U. S. Pat. Off.

HEATING AND WINTER AIR CONDITIONING

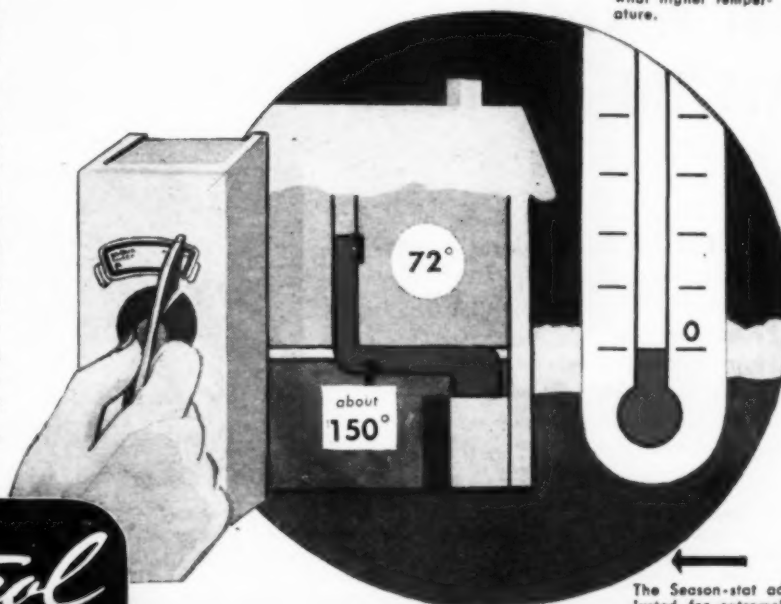
B-23



The Season-stat adjusted for mild spring or fall weather, provides relatively low-temperature air in the duct system.



The Season-stat adjusted for moderate winter weather, provides air of somewhat higher temperature.



The Season-stat adjusted for extremely cold weather, provides relatively high-temperature air in the duct system.



## WHAT WINDOW ADMITS THE MOST LIGHT?

**STEEL**, as you know! Slender frames and muntins permit 30% more glass area. Steel casements flood homes with light, and fresh air... completely control drafts. For Cape Cod, or Modern, Ceko steel windows give more light and ventilation!



## WHAT WINDOW HAS THE TIGHTEST WEATHER SEAL?

**STEEL!**... According to a recent scientific study of the Metal Window Institute. So when you design or build a home specify Ceko casements and save on fuel and air conditioning costs.



## WHAT WINDOW COSTS THE LEAST?

**STEEL!** In steel casements the initial cost is the *final* cost. In other windows there are hidden costs you are likely to overlook—hardware, accessories, additional labor costs, etc. So save on window cost... specify Ceko *Steel* casements!



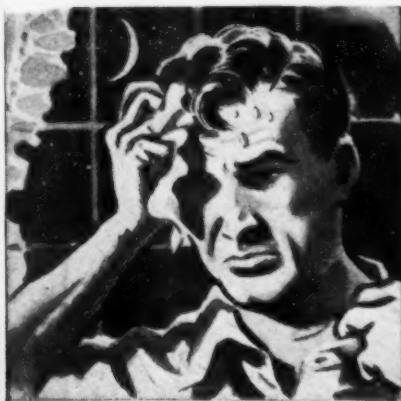
**Concrete Engineering Division:** Meyer Steel forms, adjustable shores and clamps, reinforcing bars, fabric, etc. **Manufacturing Division:** steel windows and doors, metal lath, metal weatherstrip, metal frame screens, steel joists, steel roof deck. **Highway Products Division.** Sheet Steel and Wire Division.

**CECO STEEL PRODUCTS CORPORATION**

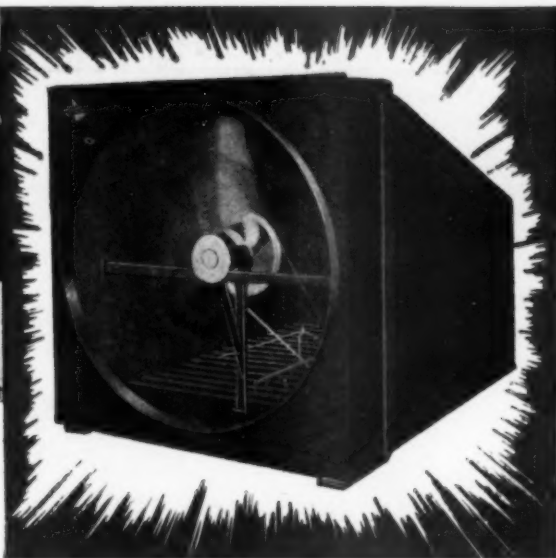
*Manufacturing Division—5701 W. 26th St., Chicago, Ill.*

**ENGINEERING** MAKES THE BIG DIFFERENCE IN **CECO** CONSTRUCTION PRODUCTS





After the war, America will not be content to swelter in "bake-oven" homes—



Emerson-Electric Home Coolers—built in two types—provide hot-weather comfort all summer.

## No more "HOT BOX" homes!

This modern method of providing summer comfort should be included in all postwar home plans.

When the sun goes down, the Emerson-Electric Home Cooler Fan goes to work—quietly and out of sight, up in the attic. At the touch of a switch this powerful fan exhausts the day's accumulation of hot air—pulls it out of the house and replaces it with cooler outside air drawn through open windows and doors. Result: It's cool inside.

In your specifications, provide for either of two types: Plenum chamber mounting, illustrated above, or for mounting directly on an outside wall. Sizes from 36-in. to 48-in., with displacements from 9,000 to 21,100 cubic feet of air per minute. Write for complete specifications.

### EMERSON-ELECTRIC Exhaust Fans

For commercial and industrial installations. Rid the air of dust, dirt, heat, fumes and odors. Sizes: 12-in. to 48-in. Displacements up to 21,100 cu. ft. per minute.

THE EMERSON ELECTRIC MFG. CO. • ST. LOUIS 3, MO.

Branches: New York • Chicago • Detroit • Los Angeles • Davenport

### How Emerson-Electric Home Coolers reduce inside temperatures




Inside temperature higher than outside. Attic temperature 120 to 130 degrees. No wonder the house is "like a bake-oven."



Outside temperature 20 degrees lower than maximum day temperature. Inside 20 degrees higher than outside and the building is still radiating heat.



Emerson-Electric Home Cooler Fan provides cooling breezes throughout the house and reduces temperature for pleasant, refreshing sleep.

**EMERSON**  **ELECTRIC**  
HOME COOLER FANS KITCHEN VENTILATORS



Architects: Evans, Moore and Woodbridge

Photo: Garrison



TIME Subscriber 11-10-ZMH166-084

(PROFESSOR WINFIELD W. RIEFLER) owns this modern house at Princeton, selected by the editors of Architectural Forum as one of the recently constructed U.S. homes most likely to influence new trends.

## Presenting THE SHOW-ROOM HOMES *of the Nation*

PROFESSOR RIEFLER'S HOUSE in Princeton is a "show-room home"—one of the many small or large, modern or traditional homes owned by TIME-reading families from coast to coast.

Such "show-room homes" are the ones your best prospects are most apt to admire, look up to and try to copy. And these are the people who display your wares to your best market. (74.8% of the more-than-a-million TIME families tell us they entertain at least once a week.)

In homes like these your best prospects first see the building products you want them to want—being used and enjoyed and exclaimed about.

With twice the average U. S. income TIME's more-than-a-million alert, progressive families can afford to own more homes and better homes—the kind of homes that will be admired and copied by 30,000,000 other U. S. families. In a very real sense, the readers of TIME help establish the home-building trends of the nation.

P. S. According to surveys made among test-groups of TIME families in seven large cities, 180,000 TIME families are already planning to build; 190,000 more, to remodel!



ADVERTISING OFFICES: New York, Boston, Chicago, Philadelphia, Cleveland, Detroit, San Francisco

THE GATEWAY TO THE BUILDING MARKET



*Another Norge-equipped  
multiple dwelling unit*  
... 313 ROLLATOR REFRIGERATORS!



NAME: Thornycroft

PLACE: Elmhurst, L. I., N. Y.

ARCHITECT: Albert Mayer

BUILDER: Gresham Construction  
Company

DWELLING UNITS: 313

NORGE EQUIPMENT: 313 Refrigerators

All over the country, multiple dwelling units featuring one or more Norge household appliances are in operation or under construction. The reason: Norge equipment is highly satisfactory to both the investor and the user.

SEE NORGE BEFORE YOU BUY

# NORGE HOUSEHOLD APPLIANCES

NORGE DIVISION, BORG-WARNER CORP., DETROIT 26, MICH.

ROLLATOR REFRIGERATORS

HOME HEATERS

GAS RANGES

RO-TA-TOR WASHERS

ELECTRIC RANGES

COMMERCIAL REFRIGERATION





## News, Views and Comments

# On and Off the Record

**NEW L-41**—As this goes to press it is reported that a new L-41 is about to be issued, may be in effect by the time this reaches you. It is reported to lift the maximum allowable without permit to \$1,000 for new residential construction and remodeling, and to limit maintenance and repair to the same figure. Permits commercial up to \$5,000. I doubt that it will result in more building activity, particularly operations requiring lumber, unless L-335 is liberalized. W.P.B. says no such liberalization in contemplation at this time. Thus, the new L-41 is or will be principally a larger hunting license with no more game on the range.

**INDUSTRY MEETINGS**—Noticeable in seven of them that I have attended in the past month is a new spirit of co-operation. Gone is the disposition to quibble about minor details. There is a genuine desire to trade views and crystallize thinking. I've seen nothing like it before in industry. It is a hopeful sign that the industry is awake to the danger of regimentation, and is learning that its strength lies in unity of purpose.

**V-E DAY**—I have one suggestion for V-J Day, and I make it in the interest of commercial travelers. I caught up with V-E Day in mid-afternoon in Peoria, Ill. Had missed lunch. The only eating house open in Peoria that night was the hotel dining room, sold out on reservations to local celebrants. I ate, but only after giving the management the choice of feeding me or sending me to jail for the night. Let's at least keep a few restaurants open on V-J Day or give hotel registrants a priority over local rejoicers.

**RUMBLINGS**—The mutterings of a few weeks ago have become rumblings, and soon will be roars of protest backed by well organized facts, as the home building industry gets away from telling itself how good it is, and gets set to prove the case to the public.

**DREW PEARSON**—Mr. Pearson recently used a part of his column to comment on a Washington meeting of N.A.H.B. executive committeemen which was attended by Senators and Representatives. A part of Mr. Pearson's comment objected to the attack of a N.A.H.B. speaker against the Nation-

al Housing Act. To me the speaker's attack actually was counter-attack against something the home building industry did not start. Mr. Pearson will have to get used to counter-attack by the spokesmen of this industry because there is going to be a lot of it.

**BRITISH LABOR**—I saw a letter a few days ago which was written by an American Army Major on leave in London. He had visited the House of Commons, and after the session, had talked to a number of labor members about the possibility of future demands by Britain for housing from America. He was told that the 30,000 prefabs now being supplied by the United States were absolutely necessary, but that British labor intended to re-build war-torn British cities, and would militantly oppose any more houses from this country.

**NEW ZEALAND**—Public housing in New Zealand started as American public housers want to start here—minimum houses for the receivers of charity. It has also gone where American public housers want it ultimately to go here. The initial poverty requirements have been lifted to where upper middle-class citizens are eligible for public houses that are vastly more than minimum houses. Once we let public housing, which is really charity housing, get a foothold here it will be only a matter of time before all housing activity will be directed and controlled by government, and only a matter of a little more time before we become completely regimented. The dangers are enormous.

**UNKNOWN CELEBRITY**—Someone told me the other day that the 1945 A.E.F. contains an unknown buck private destined to become the world's most envied collector. He's reported to have swiped and hidden Goering's vast and colorful collection of medals. Interesting if true.

**G-I HOMES**—At least one G-I is having a hard time getting a custom-built home constructed. He told me that in February he applied to W.P.B. for priorities, then purchased a building site and had a set of plans drawn for the home, largely of concrete tile, masonry and a minimum of critical material. He had arranged for the necessary labor to

build the house and then received notice a few days ago that his application had been refused. He told me that in his town he had been unable to learn from anyone where the authority originates for veterans to build homes.

**JOBS FOR VETS**—While many veterans are seeking in vain for homes at prices they can afford to pay, over 27,000 others are now unemployed with the number growing larger monthly. Unemployment from cut-backs in war production could be relieved greatly through the immediate resumption of home building. At the same time the new homes added to the realty market would arrest the inflationary rise in the prices of older homes for which buyers are competing.

**PUBLIC HOUSING**—Philip M. Klutznick, F.P.H.A. Commissioner, recently raised a question whether national spokesmen for realtor and builder interests who are fighting a unified government housing program and further public housing represent the community attitudes of a large number of their own membership. Judging from the attitudes of about 1500 small builders and distributors that I have talked to in large cities and small towns from Pennsylvania to Illinois during the past month, the answer to Mr. Klutznick's question is an unqualified affirmative. Mr. Klutznick also said that those who spoke strongly for a vigorous post-war housing program at the Taft committee hearing were church, labor, welfare, consumer and some business groups representing total memberships of around 50 million. He said that the spokesmen who seemed primarily concerned with undoing what thus far has been accomplished represent organizations with a total membership of around 60 thousand. Of course the representatives of 50 million would speak favorably about government housing. They have heard only one side of the question. It will be interesting to listen to them after they have heard the private building story.

**COMMERCIAL BUILDING**—This may not be an indication of what to expect after the war, but one large chain store organization has announced that it will double its present number of retail stores and probably double its wholesale establishments. The company expects to triple the number of its own employees and increase from six to twenty thousand the number of employees in home-owned associate stores.

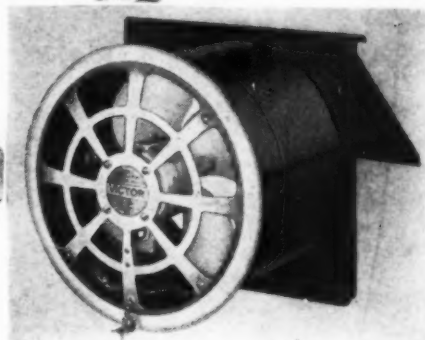
**W.P.B. REVOCATIONS**—That W.P.B. intends to make good on its promise to revoke limitation orders is indicated in an order issued on May 18. Most of the items in the building field which manufacturers are now permitted to produce for civilian consumption are in the equipment field. Not much construction can be expected to result until comparable orders are issued applying to materials.





# When dreams come true!

Today millions of people are dreaming of new homes. At the same time they are buying bonds and more bonds, so that after the war they will be able to make these dreams come true. When that time comes, dreamy-eyed expressions will give way to a more practical outlook. People will want their dream homes to include all the essentials of comfortable, sensible and healthful living. One of the most important of these essentials will be intelligently planned, yet nominally priced ventilation. Looking ahead to this important time, Victor is ready with the right answers to ventilation problems.



## Q. IS BATHROOM "DROOPINESS" A NECESSARY EVIL?

A. Certainly not. If the air is kept circulating and the steam is carried right out, the bathroom will never droop with dampness. A Victor Ventilator will keep the air fresh and the bathroom crisp and bright. Dad's shave will never be marred nor temper riled by a fogged-up mirror.

## Q. WILL IT STILL BE NECESSARY TO FURNISH GUESTS WITH KNIVES?

A. No one actually uses a knife to cut through the smoke at a party, but many a guest has wished he could. Every recreation room needs a Victor Ventilator to clear out heavy air and add freshness to parties.

## Q. WHAT CAN PROPER VENTILATION MEAN IN A KITCHEN?

A. It can mean a new lease on life to the busy housewife. By eliminating grease and grime, odors and excessive heat, a Victor Ventilator can make kitchen tasks clean and comfortable chores for the clever homemaker who makes this item a "must" in her plans.

*Write for full  
Details!*

MANUFACTURERS OF VICTRON DESK AND PEDESTAL  
FANS—VICTRON VENTILATORS—VICTRON

# VICTOR PRODUCTS



FANS—VICTRON AIR CIRCULATORS—VICTRON EXHAUST  
PORTABLE IRONERS—VICTRON F.H.P. MOTORS

# ELECTRIC INCORPORATED

DEPT. AB 645, 2950 ROBERTSON AVENUE, CINCINNATI 9, OHIO

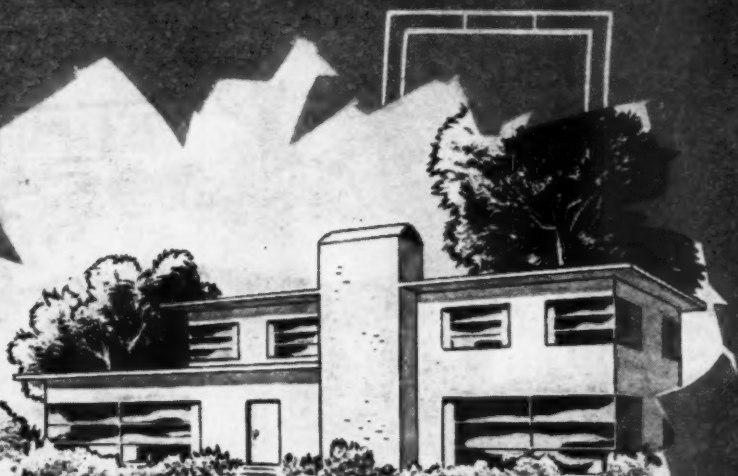


# *In Tomorrow's Blueprints*

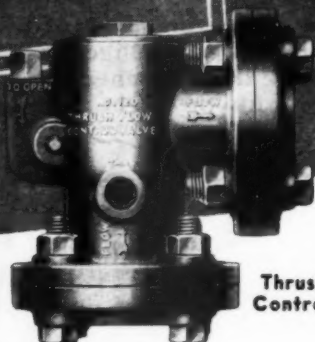
## PUT THRUSH *FORCED* HOT WATER HEAT



Thrush  
Water  
Circulator

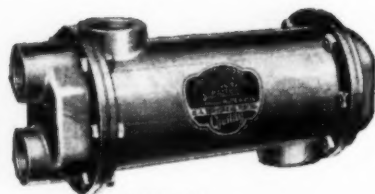


LIVING ROOM



Thrush Flow  
Control Valve

## FOR REAL HOME COMFORT...



THRUSH  
HOT WATER HEATER

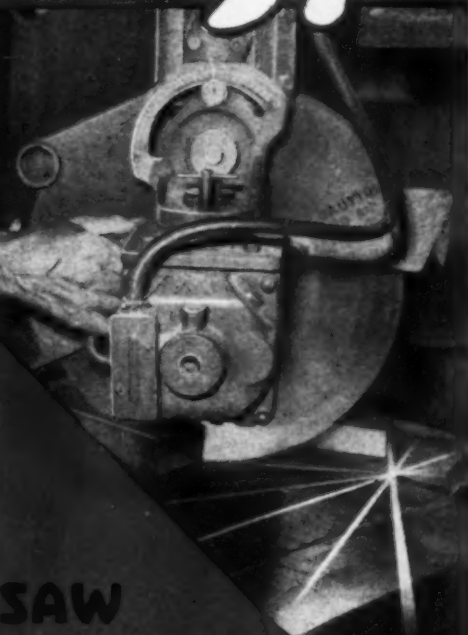
ARE you telling the home owners of your community about forced circulating Thrush Summer-Winter Hot Water Heat? Now is the time to lay the foundation for a profitable post-war heating business. Thrush System provides uniform heating and real home comfort combined with fuel economy . . . and year 'round domestic hot water supply. You can recommend it not only for the homes of tomorrow but for modernization of old heating plants right now! If not familiar with Thrush equipment, see your wholesaler today or write Department G-6.

H. A. THRUSH & COMPANY • PERU, INDIANA

*Summer - Winter Hot Water Heat!*



# precutting!



## MONARCH UNI-POINT RADIAL SAW

Precutting pays profits. A great building boom is just ahead. Over 1,000,000 non-farm dwellings will be built yearly for a decade after the war, according to reliable sources.

The houses will be better designed and better built at a more attractive price than ever before offered the American public.

Why? Because based on the advanced building processes gained from wartime experiences, the successful builder will employ newer building production methods—with the cutting economy, speed and precision of factory methods like precutting.

Yes, precutting pays profits, but *how much profit* depends also on the machinery used. UNI-POINT, the modern radial saw, offers the unusual mechanical simplicity, the absolute precision, the speed, the adaptability to precutting short-cut methods, so necessary to assure the elimination of cutting waste, more production per man hour, and greater profits per house.

Make UNI-POINT your next machine and watch the costs go down!



### AMERICAN SAW MILL MACHINERY CO.

60 MAIN STREET

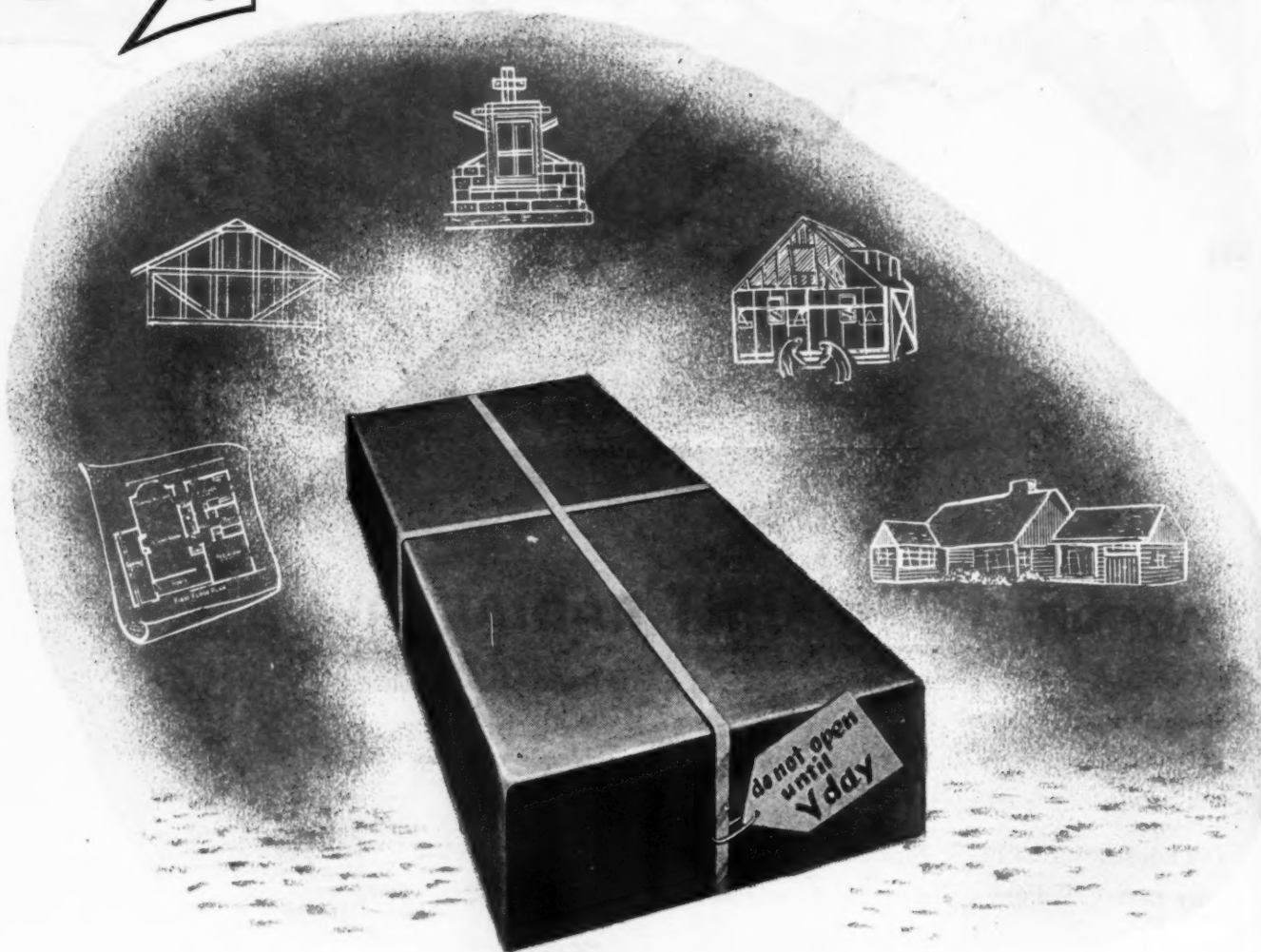
HACKETTSTOWN, N. J.

Established 1903





## The Window You Can Build a House Around



Of course, nobody would think of building a house around a window. But here's a window you could do it with, if you wanted to.

Everything that goes into the erection and finishing of an ordinary window is already in the CROFT WINDOW WALL UNIT.

Because the CROFT WINDOW WALL UNIT is completely pre-finished, all the following field work is eliminated . . . corner beads, plaster jambs and heads, interior and exterior trim, sills, stools, glass and glazing, painting, hardware attachment, adjustments, cleaning, caulking, and installation of screens, storm sash and venetian blinds.

A patented wall ventilator, which admits air

without necessity of opening the window or storm sash, is included with each unit.

This finishing work is done by trained experts at the factory, before shipment.

The instant the CROFT WINDOW WALL UNIT is removed from its carton, it is ready for service. No assembling. No fitting of parts. No extra costs.

That's why we say, here's a window you can build a house around.

Priced for low-cost homes, the CROFT WINDOW WALL UNIT is to be sold through your local building supply dealer.

Write now to be placed on our mailing list.

**CROFT STEEL PRODUCTS, Inc.**

Executive Offices:

370 Lexington Avenue • New York 17, N. Y.

**CROFT**





This is the Crawford standard SC Door for single car garage. It is four sections high and six panels wide. Sizes to fit all standard openings. Also available in two-car width.

## on garage doors for the traditional type home

When residential building starts again we shall see, no doubt, many interesting innovations. But, we shall also see, in the predominance of familiar type new homes, how deep is America's loyalty to the traditional.

And, because many of these traditional type homes will have single or double attached garages located well toward the front of the structure, the doors of those garages must be considered as an integral part of the architectural design of the facade and treated accordingly.

A logical choice for such installations is the Crawford Door shown above. It has the simple, harmonious design and the quiet dignity that blends with traditional motifs. It has the substantial Crawford construction, familiar to builders and architects for 15 years. And, postwar, it will have the engineering improvements born of Crawford's wartime experience in building 14,000,000 fine precision parts for aircraft. It is a good door to specify.

Crawford Door Co. 401 St. Jean Ave., Detroit 14, Mich.

# Crawford

UPWARD - ACTING

## DOORS

Residential Garage Doors  
Commercial & Industrial Doors  
Hand or Power Operated Doors  
★ Crawford Doors ★



# EVERY 90 SECONDS...



## SHEETROCK *Fireproof WALL and CEILING PANELS*



Every 90 seconds, fire attacks a home, an office building, or a factory... and no one knows when, where or who is next. Protect against fire! One way is to use fireproof Sheetrock\* wall and ceiling panels. For they are made of gypsum, the fire-resisting mineral that cannot burn. In a building they shield the framework over which they are applied till help has a chance to arrive.

You can decorate Sheetrock with any type of finish... the minute the last panel is nailed up. Choose sweeping, unbroken surfaces—welded with joint-concealing Perf-A-Tape\*—or feature the joints with the Bevel Edge method. Or if you want ready-finished walls, use Sheetrock woodgrain finishes that are faithful reproductions of Knotty Pine, Walnut and Bleached Mahogany. Write today. 300 West Adams Street, Chicago 6, Illinois.

*Reg. T. M.*



## United States Gypsum

**For Building • For Industry**

Gypsum • Lime • Steel • Insulation • Roofing • Paint



# How to measure the heating values you specify . . .

**... it's not size  
that counts!**

**Y**OU can't measure a winter air conditioner's performance by the number of cubic feet it occupies. Research and engineering here at Surface Combustion have shown that the elimination of bulky combustion chambers and oversized burners results in quicker, more plentiful heat from *smaller* units than is possible with many *conventionally designed larger models*.

No, it isn't *size* that matters in measuring the values of a piece of heating equipment. It's the *inside* of a furnace—the design and construction that really count. Compact Janitrol Winter Air Conditioners enable the builder to place units in utility rooms . . . in the corner of a basement . . . even in a wall section of a living room . . . to make more space for living or other household services.

That's why, to make the best use of clean, comfortable gas heat, so many home builders and designers have specified Janitrol.

For no other gas-fired heating equipment provides the *combination* of advantages that Surface Combustion has engineered.

Check the Janitrol features listed on the opposite page. They are the values that measure the warm comfort and long-time high performance you'll want to specify just as soon as equipment is again available. Surface Combustion, Toledo 1, Ohio.

COMPLETE STORY  
ASSEMBLED in one  
to save space and it's  
ready for connecting.

AMPLIFIED BURNER.  
Concentrated flame  
into smaller, hotter  
space. Quicker op-  
eration.

MULTI-THERMEX  
TIMES. Heat or heat  
quicker. Never be-  
come over-heated.  
Assure long life.

DEPENDABLE AUTO-  
MATIC CONTROLS.  
Positive, easily ad-  
justed. Constant tem-  
perature is assured.

LARGE CAPACITY  
BLOWER and FILTER.  
Large volumes of  
clean, filtered air are  
moved quickly and  
efficiently.

LONG-LIFE CON-  
STRUCTION. Provid-  
ed by expert welding  
throughout the care-  
ful factory assembly.

THERMO-TEMP HU-  
MIDIFIER. Provides  
moisture for just the  
right amount for  
comfort and health.



# Janitrol

**GAS-FIRED  
HEATING EQUIPMENT**



Water Air Conditioner



Space Furnace



Conversion Burner



Wall Heater

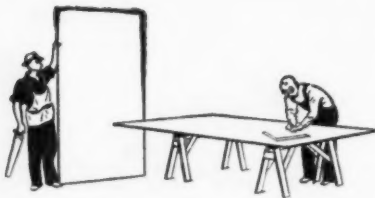


Radiator



Base Unit





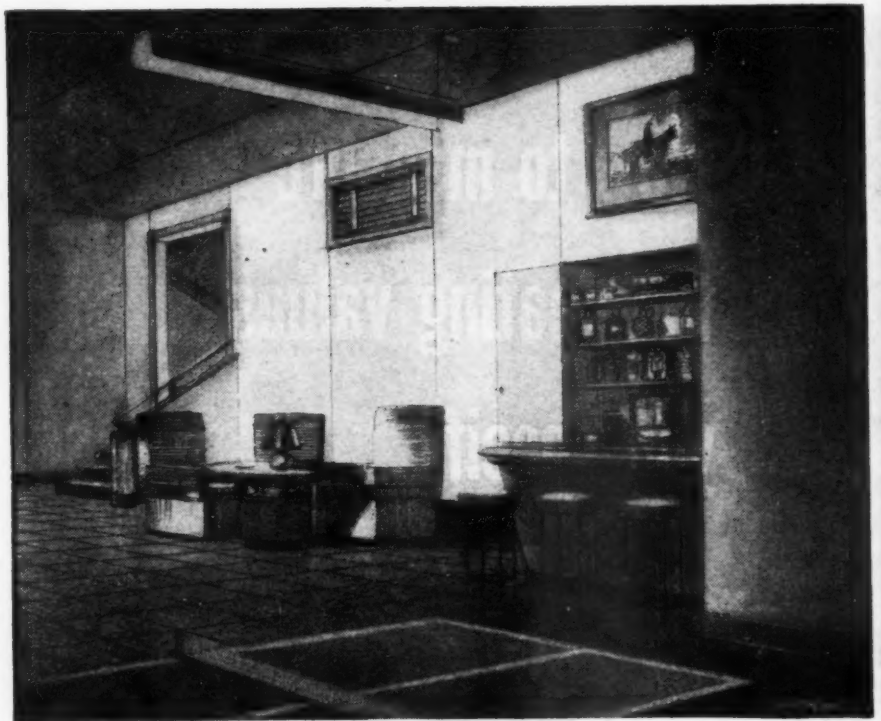
There are three grades of Douglas fir plywood panels made especially for various phases of wall construction. **PLYWALL** is made especially for standard wallboard use; **PLYPANEL** is a premium panel used for quality interior work; **PLYSCORD** is a utility panel made for wall and roof sheathing.

## Walls of Douglas Fir Plywood... easy to plan, easy to apply!

There is no special or complex planning necessary in designing a wall treatment with Douglas fir plywood. Just follow a few basic suggestions—and the variation of finished design is almost endless.

One of many possibilities is illustrated here. In this case, the panels of Douglas fir plywood have been placed so that the vertical joints lend a pleasing design and at the same time give the basement playroom an illusion of extra height. As in all cases, the architect started with the openings and divided the plain wall spaces in an orderly pattern for the most pleasing effect. This particular basic design treatment is diagrammed at the right.

Douglas fir plywood is an ideal material for walls —



Follow these Simple Suggestions in Planning Wall Designs with Large, Durable Plywood Panels!

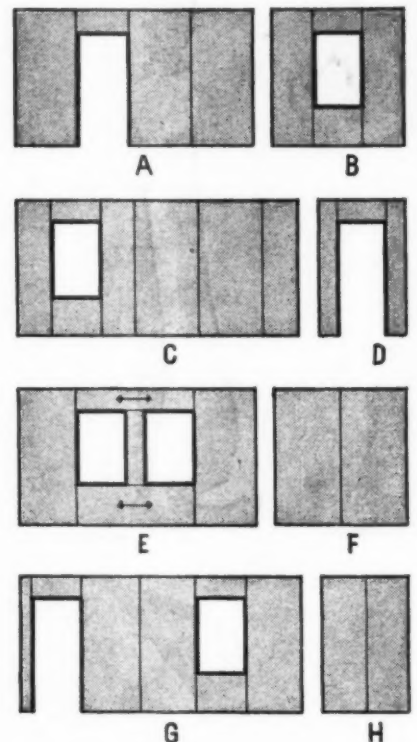
strong, rigid, kick-proof and puncture-proof. No matter what design treatment is used, the large, light-weight panels go up quickly and easily. They can be worked by hand or with power tools and they hold nails or screws right at the edge without danger of splitting.

Remember — the variety of wall design treatments is limited only by the architectural plan and the ingenuity of the designer. For more detailed information about plywood for wall construction, write the Douglas Fir Plywood Association.



No. 6 of a Series

### Vertical Treatment of Panels For an Attractive Wall Design



CAN PLYWOOD BE SPECIFIED NOW  
FOR POSTWAR USES?

The increased capacity of the industry will make **MORE** Douglas fir plywood available for civilian consumption **THAN EVER BEFORE**, as soon as the needs of the armed services lessen or war restrictions are lifted. There will be no reconversion delays; the same types and grades of Douglas fir plywood that are now being made can flow immediately into peace-time building and construction.

**DOUGLAS FIR PLYWOOD ASSOCIATION**

Tacoma 2, Washington





## *Soft and safe as a powder puff —but too tough for heat or cold*

Not irritating to the skin or harmful to clothing, Cotton Insulation is simplicity itself to install. It's an easy one-man job. Just unroll it like a rug.

Though snowy light in weight and soft as down, it lasts a lifetime and has never been known to pack or settle after installation. Government tests have established Cotton Insulation as superior to any other known material—superior in lightness, in resiliency, and in insulating efficiency.

Not alone do cotton's amazing qualities make it the insulation of tomorrow—its easy adaptability to existing structures makes it the insulation of TODAY. For full information regarding cotton insulation, just send for the book, "COTTON INSULATION"

**NATIONAL COTTON COUNCIL OF AMERICA  
COTTON INSULATION ASSOCIATION**



### HANDLES EASILY

One person can insulate an attic in a few hours, or experienced applicators are available to install Cotton Insulation.

### SIMPLE TO INSTALL

To lay it flat, just unroll it like a rug. For upright installations, you simply clip it on. Not abrasive. Harmless to skin and clothing.

### MAXIMUM INSULATION

Exceeds other materials 4% to 36% in insulating effectiveness. Can cut fuel bills up to 30%.

### LIGHT IN WEIGHT

With 20% to 25% less bulk required, Cotton Insulation represents a structural load factor 40% to 90% less than the same thickness of other materials.

### WILL NOT BURN

Even a blowtorch at 1800° will not make it burn. Nor will freezing affect it. Does not attract vermin.

### WILL NOT PACK DOWN

It stays fluffed and efficient with permanent resiliency. Neither age nor vibration will pack it down.

### MADE TO GOV'T STANDARDS

Production is government inspected. FHA and FPHA approved. No priorities needed.

### SEND FOR THIS BOOK TODAY!

In this book you will find the full amazing story of Cotton Insulation and a full detailed account of government tests. Every architect, contractor, builder, and dealer can benefit by it.

National Cotton Council  
P. O. Box 18, Dept. 71  
Memphis 1, Tennessee

Please send me your book containing government analyses of the properties and use of Cotton Insulation.

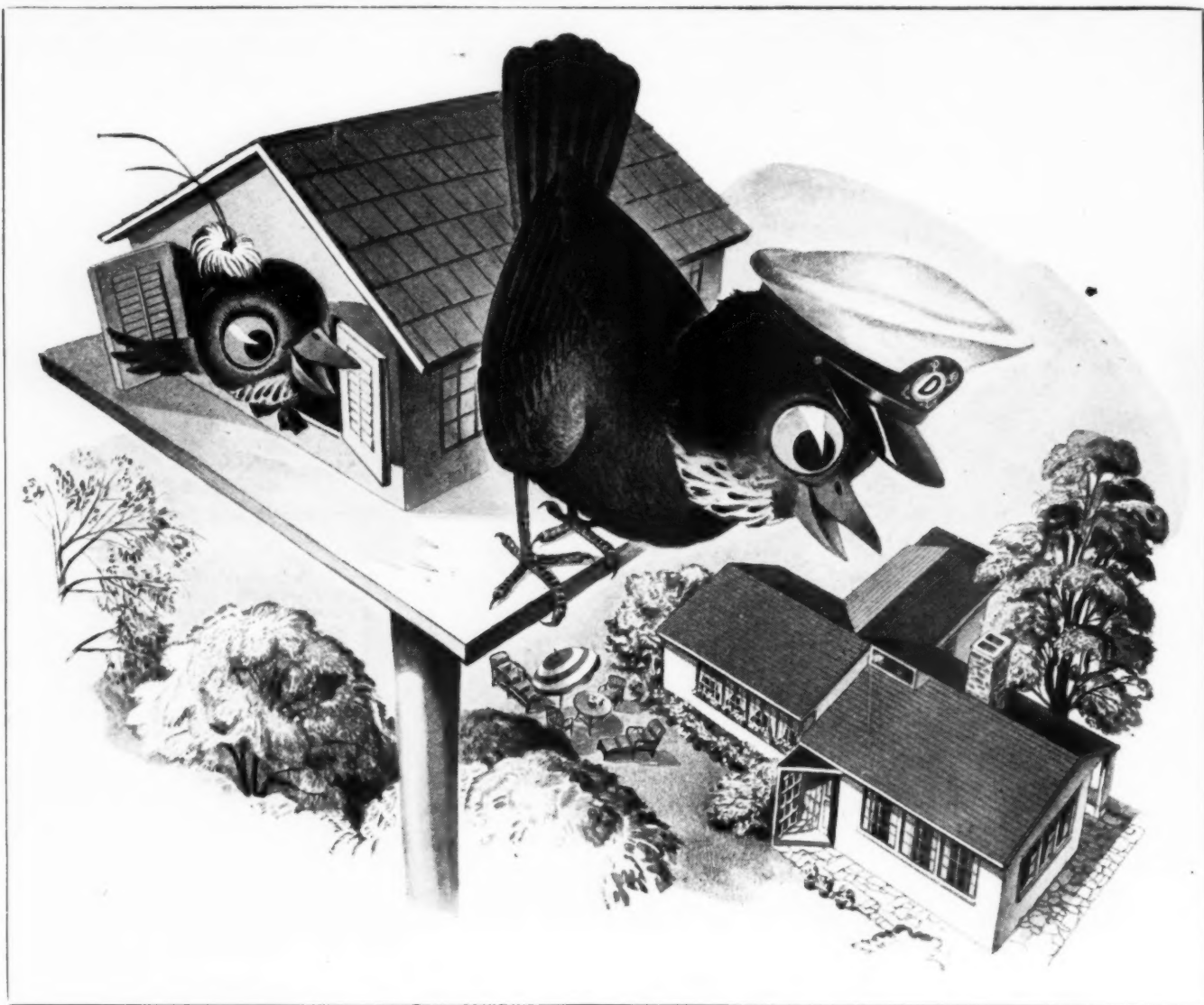
Name .....

Occupation .....

Address .....

City ..... State .....





## Bird's Eye View . . .

JUST looking at the outside, as Defoe's little feathered home-builders are, can't possibly convey any idea of the comforts and advantages which are being perfected for your postwar home!

● ● Many new features that will save hours of tiresome housework are among the advancements in functional design, planned by Defoe's Housing Division for homes of tomorrow, large and small. These scientifically planned Defoe home-units

will offer not only beauty and individuality of design but also the financial advantages made possible by modern mass production methods.

● ● And remember that today, while you're investing in War Bonds to do your part in defeating the Axis . . . you're also steadily building up a nest-egg that will help finance your future home, when you're ready to build!

HOUSING DIVISION — DEFOE SHIPBUILDING COMPANY, BAY CITY, MICH.

BACK THE ATTACK  
—BUY WAR BONDS

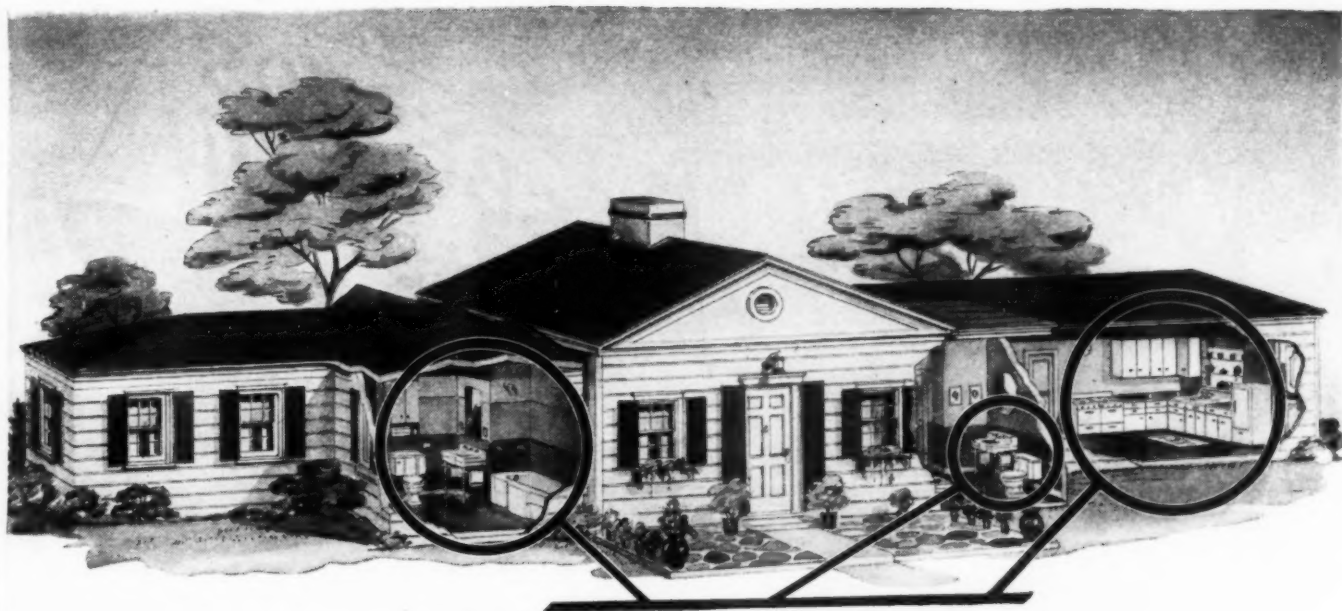
**Defoe**



☆☆☆☆☆ Five White Star Renewal Citations now decorate the Navy "E" Award won by Defoe workers.

SHIPS FOR VICTORY  
SERVANTS FOR PEACE





# CRANE *Quality* HERE

## WILL HELP YOU SELL MORE HOMES

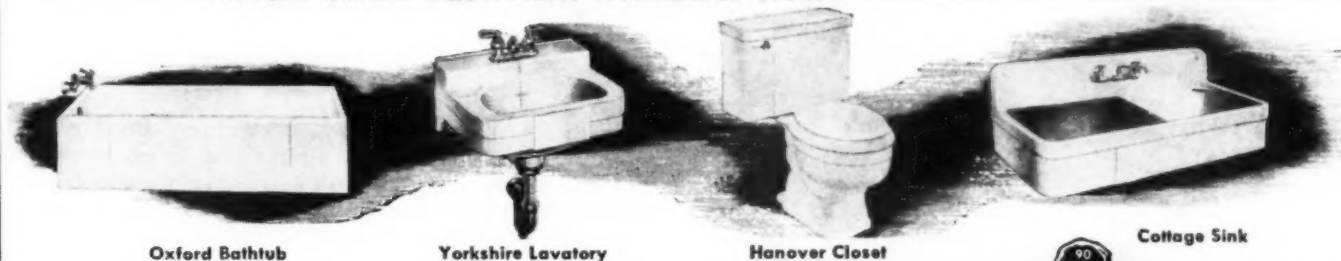
Builders have found that Crane bathrooms and kitchens can be mighty strong selling arguments when showing prospects a new home.

These prospects recognize the name Crane as standing for high quality and they fully realize how much modern Crane bathrooms and kitchens can add to their comfort—how much this equipment can mean if they want to resell.

Why not put this recognition to work in the homes you are planning? The Crane postwar line will include newly styled plumbing fixtures to suit modern taste—to fit any building budget—sturdy, reliable equipment that will possess the same tested quality and beauty that have led to nation-wide preference for the name Crane.

When war conditions permit the production of these new fixtures, your plumbing contractor will be in a position to supply them for the homes you are planning to build. When that time comes, complete information will be available from him or your nearest Crane Branch.

### TYPICAL CRANE EQUIPMENT AVAILABLE NOW



Oxford Bathtub

Yorkshire Lavatory

Hanover Closet

Cottage Sink

# CRANE

CRANE CO., GENERAL OFFICES:  
836 S. MICHIGAN AVE., CHICAGO 5

PLUMBING • HEATING • PUMPS  
VALVES • FITTINGS • PIPE

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS



# ASBESTOS IN ACTION



## BUILD AND REPAIR

WITH

# APAC

### FEATURES OF "Century" APAC

Made of Asbestos Fibre and  
Portland Cement

Pleasing light gray color

Fire resistant and durable

Convenient size—4'x8'

Thickness— $\frac{3}{16}$ ",  $\frac{1}{4}$ " and  $\frac{3}{8}$ "

Low cost

Rat and termite proof

Easy to cut, handle and apply

Fastens with nails or screws

Practically no maintenance  
required

Prompt delivery



CONTRACTORS who have had experience with this all-purpose asbestos sheet material will tell you that it's easy to handle . . . easy to apply . . . goes up fast. To cut "Century" Apac, just score the sheet on one side with any sharp pointed tool and snap off, over the edge of a work bench or table.

There is unlimited demand today for a utility sheathing of this kind. On the farm, "Century" Apac is being widely used for roofs and sidewalls on all types of service buildings, particularly poultry houses, cattle sheds, milk houses and barns. Around the home, it is excellent for fireproof partitions, walls, ceilings, porch skirtings and garages. In industrial plants, elevator shafts are lined with it, offices are panelled, machine shops and stock rooms sheathed, and exterior wall surfaces covered.

A recent K&M introduction . . . "Century" Pre-Drilled Apac . . . has proved a real time saver to contractors who are operating today with smaller crews and fewer trained men. This material, which costs only slightly more than our standard Apac, is delivered to you with all nail holes drilled and properly spaced for correct application. Your K&M dealer has plenty of "Century" Apac available. Order your supply now.

## KEASBEY & MATTISON COMPANY • AMBLER • PENNSYLVANIA

Original manufacturers of Asbestos-cement Roofing Shingles in this country.





## • Is it "livable" as well as "lookable"?

**N**O QUESTION! There's a lot of sales appeal in the very appearance of a brand-new home!

But any prospective owner may be sold on its looks . . . and still have two big questions before he buys.

*How is it built?* Is it scientifically designed, soundly constructed, and made of good materials?

*How will it live?* Is it completely equipped with the best in home appliances? Does it have *all* these aids to *better living*?

- Adequate wiring with plenty of convenient outlets for proper lighting.
- Automatic heating with air conditioning, and automatic hot water.
- An all-electric kitchen with refrigerator, range, dishwasher, garbage Disposall, exhaust fan, and clock. And roomy steel kitchen cabinets.
- An all-electric laundry with washer, dryer, and ironer.

Such a house will combine *better living* with *better appearance* to bring you *faster sales*!

And this home can still be competitively priced.

When complete electrical equipment is included in a single long-term mortgage, the difference in initial cost is relatively minor.

This cost actually may be *less* than for an unequipped house, where initial cost must include down payment *plus* the price of separate equipment.

And savings in operation and maintenance with dependable G-E Appliances can more than offset the surprisingly small increase in monthly payments.

For the story of these savings, send for your free copies of General Electric's booklets, "Your New Home and Your Pocketbook" and "Castles in Foxholes." Write direct to—Home Bureau, General Electric Co., Appliance and Merchandise Department, Bridgeport, Conn.

**FOR VICTORY**—General Electric is working night and day to back the attack. You can help, too, by buying and holding more War Bonds than before.

**TUNE IN:** "The G-E House Party," every afternoon, Monday thru Friday, 4 p. m., E.W.T., CBS. "The G-E All-Girl Orchestra," Sunday, 10 p. m., E.W.T., NBC. "The World Today," News, Monday thru Friday, 6:45 p. m., E.W.T., CBS.

EVERYTHING ELECTRICAL FOR HOMES AFTER VICTORY

**GENERAL  ELECTRIC**



Smooth as butter...  
a treat for the trowel



**Atlas Mortar Cement** is highly plastic...makes a smooth, buttery mortar that spreads and trowels easily. And it's a honey for *yield*... the characteristic so important to contractors, particularly on large jobs.

Atlas Mortar Cement is a quality product... it complies fully with Federal and ASTM specifications for masonry cement. It is backed by the long-time reputation of Universal Atlas for producing quality cements based on painstaking research, careful laboratory tests and controlled manufacturing methods.

## ATLAS MORTAR CEMENT



*"The Satin of  
Masonry Cements"*

**PRODUCT OF UNIVERSAL ATLAS CEMENT COMPANY**  
(United States Steel Corporation Subsidiary)  
Chrysler Building, New York 17, N. Y.

**OFFICES:** New York • Chicago • Albany • Minneapolis  
Philadelphia • Pittsburgh • Cleveland • St. Louis • Boston  
Duluth • Kansas City • Des Moines • Birmingham • Waco



# WHAT'S INSIDE OF ? ? THE HOMES YOU BUILD ?

Modern dwellings may be beautiful examples of architectural design . . . they may excite admiration . . . owners may express elation over completed homes, the styling and artistic settings . . . but are you certain your clients will be as completely satisfied with the comfort and year 'round livability found *inside* as they are with the *outside* of their new homes?

It is the full measure of dependable, economical, trouble-free heating, sup-

plied by Gar Wood Automatic Gas or Oil-fired Heating Equipment, that assures unqualified owner satisfaction.

Gar Wood automatic heating equipment has attained a high level of acceptance among home owners due to its amazing ability to provide adequate, healthful comfort . . . a new degree of heating efficiency on less than the average amount of fuel. Get the facts and you too will specify Gar Wood Automatic Heating for the new homes you build.

**SPECIFY**  
*Gar Wood*  
**HOME HEATING EQUIPMENT**  
The Pioneer Burner Unit



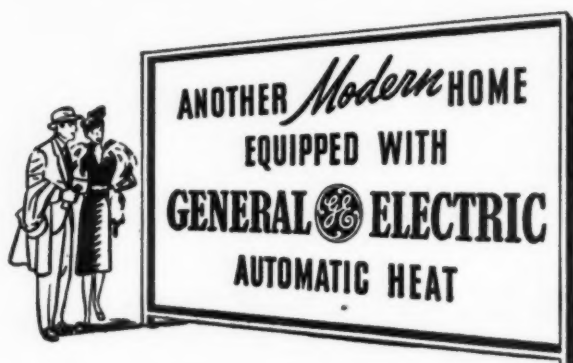
**GAR WOOD INDUSTRIES, INC., HEATING DIVISION**  
7924 RIOPELLE STREET DETROIT 11, MICHIGAN

HOISTS and BODIES . . . WINCHES and CRANES . . . TANKS . . . ROAD MACHINERY . . . MOTOR BOATS



POSTWAR TIP:

# "PUT MORE 'SELL' IN THE CELLAR"



## Some bits of prewar history:

**BUILDER "A"** built 156 homes each equipped with a G-E Oil Furnace . . . sold 78 (exactly 50%) in the first four weeks, and in short time sold them all!

**BUILDER "B"** erected 200 homes, gave options of heating equipment. When 50 buyers chose G-E at \$425 extra (prewar, remember), he standardized on G-E for 1200 more homes then planned.

**BUILDER "C"** sold 200 G-E heated homes, so planned 1300 more; war held up this development, but he hopes to carry through postwar.

## HISTORY WILL REPEAT ITSELF, WE PREDICT

**N**OTHING succeeds like success . . . and the prewar G-E Heating Units were an outstanding success! More and more builders, on large and small developments alike, were learning how much it helped them to show the famous G-E monogram on that good-looking heater in the basement.

So when you figure that, postwar, G-E expects to offer even better home-heating values . . . the same efficient operation at lower first cost, and easier to install . . . there's good reason for you to "turn to G-E."

Complete details cannot yet be given. But we

are able to assure you that despite the lower prices, G-E Heating Units will out-perform the prewar models, and will be G-E Quality throughout. Fully automatic, quiet, highly efficient . . . equipment for radiator or warm air heat, using oil or gas fuel . . . and available as soon after war as facilities permit.

It's not too soon for you to begin making some inquiries. Write: *General Electric Co., Automatic Heating Division, Section 5116, Bloomfield, New Jersey.*

BUY . . . and hold . . . WAR BONDS

**GENERAL  ELECTRIC**  
Automatic Heating Equipment

Tune in: "The G-E HOUSE PARTY," every afternoon, Monday through Friday, 4 p. m., E W T, C B S . . . The "G-E ALL-GIRL ORCHESTRA," Sundays, 10 p. m., E W T, N B C . . . "THE WORLD TODAY" News, Monday through Friday, 6:45 p. m., E W T, C B S



**Balsam-Wool**  
APPLICATION  
DATA SHEET

SEC.  
E  
No. 2

**TYPES OF LOUVERS  
FOR VENTILATION**

WOOD LOUVER

GABLE WALL LOUVERS

DORMER LOUVERS

METAL LOUVER

SPECIAL LOUVER

Louvers are the most common method of providing ventilation of attic space above the insulation. A few of the many types are illustrated here. Such ventilation is required regardless of the type of insulation used. The free open area of the louver in each gable wall should be  $\frac{1}{4}$  to  $\frac{1}{2}$  square inch per square foot of attic floor area. The latter is preferred as explained in Data Sheet E-1. Since the material used for the slots or louvers will obstruct some of the air flow, the total gross area of the louver should be more than the net free area required. For this reason most wood louvers are only about 50% efficient; therefore they should be about two times the size of the free open area required. The effectiveness of metal louvers is approximately 70%; therefore, the gross area should be  $\frac{1}{2}$  times the net free area.

For example, let's assume that an attic floor measures 24 ft. x 30 ft. The smallest standard size louver to be installed in each gable is figured as follows:

Wood 24 x 30 x  $\frac{1}{4}$  x 2 = 180 square inch gross area.  
Use standard wood louver 12" x 16" - or larger.

Metal 24 x 30 x  $\frac{1}{4}$  x 1.5 = 135 square inch gross area.  
Use standard metal louver 12" x 12" or larger.

These are the minimum standard sizes to be used. Larger louvers offer greater summer comfort and may be partially covered in winter when less ventilation is needed. All louvers should be screened on the inside to keep out birds, bees and other insects. A sheet metal pan (upper left drawing) attached on the inside of the louver will catch snow or rain which may blow in.

**WOOD CONVERSION COMPANY**  
First National Bank Building  
Saint Paul 1, Minnesota  
BALSAM-WOOL Products of Weyerhaeuser

- High Thermal Efficiency
- Built for Permanence
- Non-Settling
- Flame-Proof
- Wood-Proof
- Moisture-Proof

**NO CHARGE TO YOU  
FOR THESE  
Balsam-Wool  
DATA SHEETS!**

Here's a valuable addition for your file—a complete set of Balsam-Wool application data sheets, showing latest insulation practices . . . illustrating time-saving methods for many difficult insulation jobs. Wood Conversion Company, makers of Balsam-Wool—the original sealed blanket-type insulation—offer these sheets free of charge. Start a file of this hard-to-get information—mail coupon for your set of Balsam-Wool Data Sheets.

# Balsam-Wool

**SEALED INSULATION**

- |                     |                     |
|---------------------|---------------------|
| 1. WINDPROOF        | 4. LASTING          |
| 2. MOISTURE-PROOFED | 5. NON-SETTLING     |
| 3. FIRE RESISTANT   | 6. HIGHLY EFFICIENT |

**BALSAM-WOOL • NU-WOOD**  
Products of Weyerhaeuser

WOOD CONVERSION COMPANY  
119-6, First National Bank Bldg.  
St. Paul 1, Minnesota  
Gentlemen:  
Please send me set of application data sheets.

Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_





# THE *First* NAME IN BARN EQUIPMENT



*has Always been* **LOUDEN**

• For more sales and more profits in America's big postwar farm building market, line up with the leader in barn equipment. Line up with Louden.

Back in 1867 Louden invented and built the first piece of barn equipment. Since then, Louden has pioneered and introduced practically every other piece of modern equipment found in today's barns.

Over 50 years of consistent national advertising, good service, and superior quality equipment assure quick acceptance and demand.

While all the Louden equipment you want may not be presently available, there are attractive postwar money-making dealerships now open. So write today for full details.

Meantime, remember, the **FIRST** name in barn equipment has **ALWAYS** been **LOUDEN**.

## THE LOUDEN MACHINERY COMPANY

(Est. 1867)

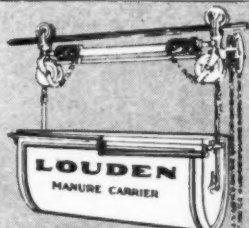
256 N. Court Street, Fairfield, Iowa

BRANCHES: Albany, N. Y. Toldeo, Ohio St. Paul, Minn.



### WATER BOWLS

Tremendous Market. Every other cow needs a water bowl. Louden's improved type offers more sales features, ranks among top sellers.



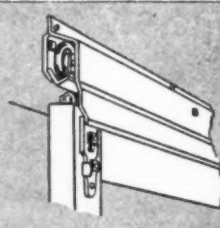
### LITTER AND FEED CARRIERS

Every farmer wants them because they are the biggest labor savers on the farm, and you know how easy it is to sell labor-saving equipment any time.



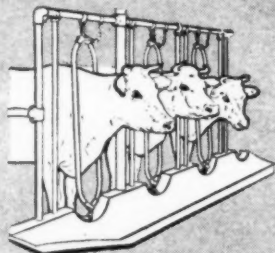
### HAY UNLOADING TOOLS

Since 1867 there's always been a steady demand for carriers, forks, slings, and pulleys because no tools get harder usage. A splendid replacement market. Louden hay tools will get this volume for you.



### SLIDING DOOR TRACK

Without a doubt, Louden offers the world's finest line of barn door track with types and prices to reach every kind of buyer.



### STALLS AND STANCHIONS

Dairymen everywhere are modernizing with steel the modern, profitable, sanitary way to stanchion cows. Louden's complete line is modern in design, unexcelled in quality.

**LOUDEN**  
"EVERYTHING FOR FARM BUILDINGS"  
MAKES YOU  
*More Sales and More Profits*



**Be Sure You  
Get All  
Three Features  
in Your...**

# AUTOMATIC HEATING CONTROLS



## CONTRACTED

At left is a cross-section of the diaphragm and part of the liquid-filled capillary. In this view the liquid has contracted, the diaphragm moving inward and causing the switch contacts to function.

## EXPANDED

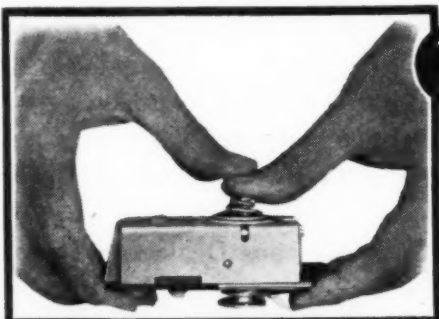
In cross-sectional view at right, the liquid charge of the capillary has expanded with a rise in temperature. The positive force of this hydraulic-action forces the diaphragm outward and causes the switch contacts to function.



**1**

## DEPENDABLE ACTUATING ELEMENT

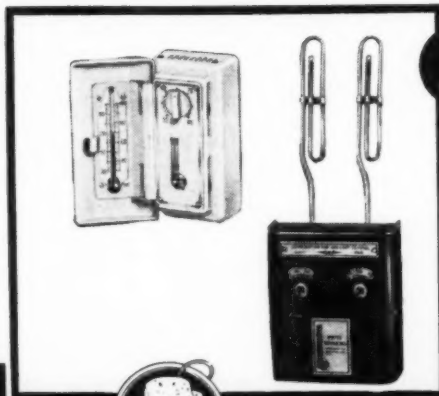
Positive in action because of its solid-liquid charge, the Hydraulic-Action element (heart of the control) permits the control to be mounted in any position, has an evenly and accurately calibrated dial, and requires no compensation for altitude or air pressure. On remote-bulb types, control is not affected by temperatures where the control switch is located.



**2**

## STURDY, LONG-LIFE SWITCH

It takes all the pressure you can exert with *both* thumbs to actuate the switch of a White-Rodgers control. The tremendous force of Hydraulic-Action permits construction of a switch so tough that it will overcome heavy switch resistance. So is it with all parts of White-Rodgers controls, designed and built to give years of trouble-free service.



**3**

## ATTRACTIVE APPEARANCE

To augment their stronger, more dependable internal construction, White-Rodgers Controls are designed with beauty as well as practicality. In the entire series of home-heating controls, their uniformity of design is pleasing and attractive.

*Write today for your copy of the White-Rodgers catalog of Hydraulic-Action heating and air-conditioning controls.*



**WHITE-RODGERS ELECTRIC COMPANY**

1233F CASS AVENUE

ST. LOUIS 6, MISSOURI

*Controls for Refrigeration • Heating • Air-Conditioning*

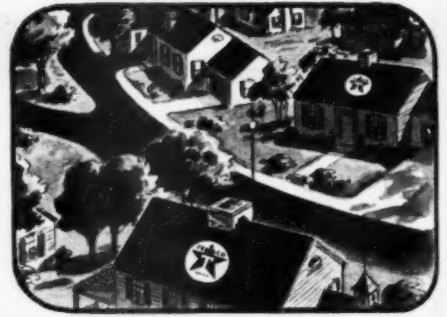


# 6 GOOD REASONS why it pays to sell The name that millions know... **TEXACO**



**ASPHALT IS AMERICA'S FAVORITE ROOFING** ... In fact even before the war asphalt roofings were the two-to-one favorite over all other types of roofings combined!

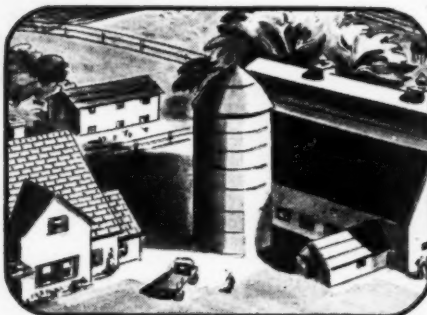
And remember — Texaco Roofings are made with Texaco Asphalt 99½% pure.



**HOME OWNERS KNOW TEXACO.** Folks buy the names they know. Millions of owners of home, business and farm buildings have Texaco Roofs. They know Texaco's reputation for quality. They'll continue to buy Texaco and millions of others can be sold Texaco.



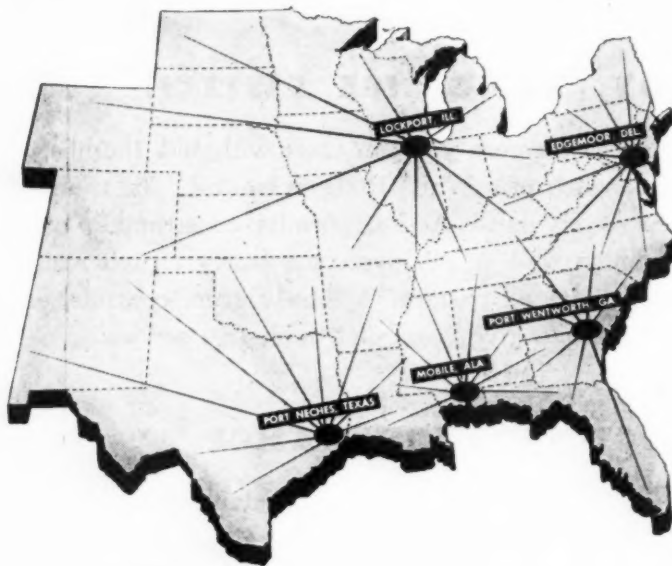
**TEXACO IDEAL IN BIG RE-ROOFING MARKET.** Re-roofing is the biggest market for roofing today. More than two million homes need re-roofing each year! And—popular Texaco Asphalt Shingles will help you get your share of this profitable market.



**TEXACO FITS BIG FARM MARKET.** Many farm homes, barns, sheds, silos, stock and equipment buildings need re-roofing. It's a big market and you can get your share by selling Texaco Asphalt Shingles and Roofing. For — farmers know Texaco.



**TEXACO SOLID ROOFING ASPHALT — TOP QUALITY.** Universally known for high quality, purity and stability, Texaco Solid Roofing Asphalt is supplied from Port Neches, Texas and Lawrenceville, Ill., two of the world's largest asphalt refineries.



## Assured convenience of supply of TEXACO Asphalt Roofing Products

**T**HIS is another reason why it pays to sell Texaco—the name that millions know. Contractors and builders are assured economical and convenient stock supply through Texaco Roofing Dealers—who enjoy the convenience of carload deliveries from these five roofing plants, *plus* available fill-in stocks through a large network of local Texaco warehouses.

So—sell the name that millions know and trust. It means business for you!



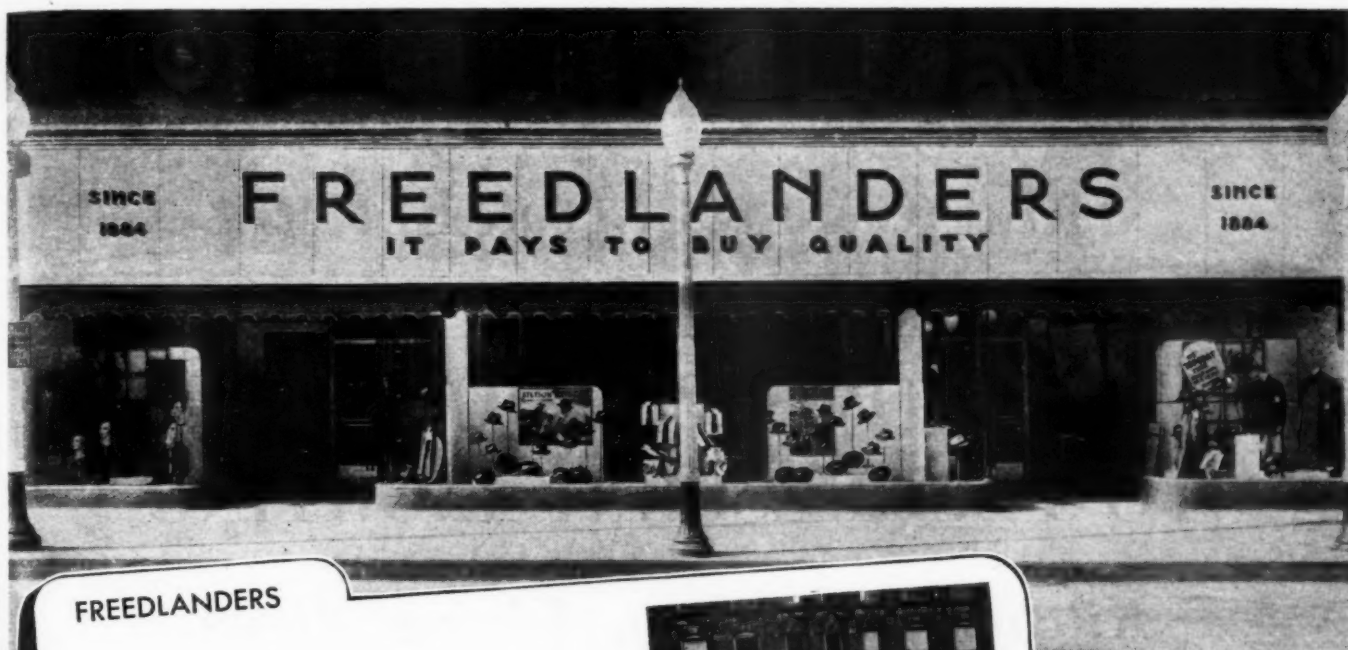
**TEXACO**



**SHINGLES and ROOFING**

Drop in, write or 'phone your nearest **TEXACO** Roofing Dealer, or write The Texas Company, Roofing Sales Division, 135 E. 42nd St., New York 17, N. Y.





FREEDLANDERS

Build yourself  
a backlog of

*Store remodeling work!*



BEFORE

AFTER

THIS STORE in Wooster, Ohio, shows how you can improve the sales appeal of retail establishments with Pittsburgh Glass and Store Front Metal . . . and build profitable remodeling business for yourself. Architect: R. A. Curry. Contractors: Correll & Bogner.

Line up prospects now . . . and be ready to start profitable modernization  
the minute building bans go off!

IN your territory, there are hundreds of merchants who are hot prospects for store-modernization. They need new store fronts, new store interiors. And they'll want them quick, as soon as restrictions are lifted.

Why not make sure that you'll get a big share of this profitable remodeling work by lining up prospects

now? We're helping you . . . by telling hundreds of thousands of merchants every month through our advertising that *now* is the time to make plans.

If you build yourself a backlog of remodeling jobs . . . you can go to work immediately when the use of Pittsburgh Glass and Store Front Metal returns more nearly to nor-

mal. Your prospects will prefer Pittsburgh Glass because they've seen it advertised for years.

Mail the coupon for our free books of facts, figures and photographs about many store remodeling jobs throughout the country. It shows how effectively Pittsburgh Glass can be used to give stores new sales appeal.

*'PITTSBURGH' stands for Quality Glass and Paint*

# PITTSBURGH GLASS

## for Store Fronts and Interiors

PITTSBURGH PLATE GLASS COMPANY

Pittsburgh Plate Glass Company  
2185-5 Grant Building, Pittsburgh 19, Pa.  
Please send me, without obligation, your  
illustrated booklets on store modernization.

Name

Address

City  State



# SYLVANIA NEWS

## HOME CONSTRUCTION EDITION

JUNE

Published by SYLVANIA ELECTRIC PRODUCTS INC., Salem, Mass.

1945

## SURVEY SHOWS PUBLIC RECEPTIVE TO FLUORESCENT LIGHTING

### *Kitchen, Bathroom, Dining Room Would Get First Consideration*

"In what rooms do you think fluorescent lighting is suitable?" The answer, as given by the public: Kitchen, 73.1%—Bathroom, 70.4%—Dining room, 52.1%—Hallways, 52.6%—Bedroom, 44.8%—Living room, 44.7%.

These facts were disclosed through the nationwide, impartial survey which was conducted—at the request of Sylvania Electric's Sales Re-

search Department—by one of America's leading market research organizations.

Obviously they indicate that the "average person" feels that fluorescent lighting may be used in almost any room. Home builders would do well to note this public receptiveness to fluorescent lighting—as a help in keeping one step ahead when it comes to postwar planning.

**KITCHEN . . . . . 73.1%**

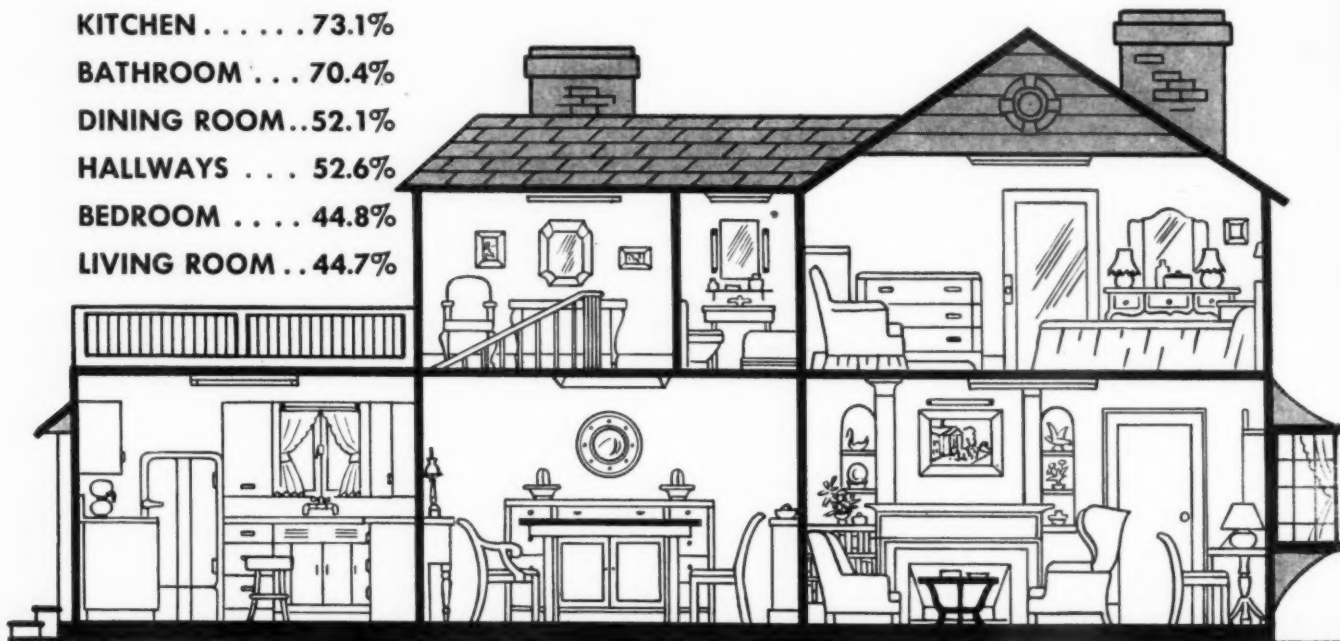
**BATHROOM . . . 70.4%**

**DINING ROOM . . 52.1%**

**HALLWAYS . . . 52.6%**

**BEDROOM . . . . 44.8%**

**LIVING ROOM . . 44.7%**

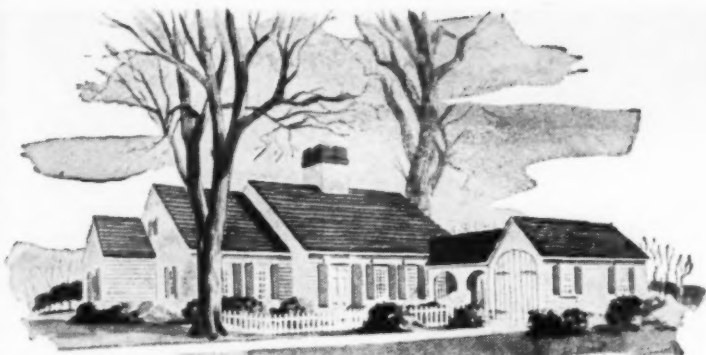


# SYLVANIA ELECTRIC

MAKERS OF FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; INCANDESCENT LAMPS; R/DIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES



# MILLIONS WANT NEW HOMES LIKE THIS



*New Cape Cod Home, designed by Royal Barry Wills, A.I.A., noted Boston architect.*



*The U-Shaped Home above, designed by Harold H. Ehlert, A.I.A., Detroit architect, is heated with a new Timken Radiant Heating System.*



*This Hillside Home is heated with a new Timken Oilboiler and a Radiant Heating System which does not require registers or radiators.*

## Timken helps build owner satisfaction and make more money for you!

The Cape Cod Home, shown here, is but one of a series of new homes being featured in our advertising to encourage people to build new homes and equip them with higher quality, more economical Timken Silent Automatic oil heat.

This is definitely helpful to you.

Even more helpful is the friendly service and co-operation Timken Dealers offer you in selecting the type and size of

heating equipment, in figuring and furnishing heating plans, in installing quality-built Timken Silent Automatic equipment with factory-trained mechanics, and in seeing that your client receives the proper service after the sale.

This, we know, is the kind of co-operation you want—the kind which will assure greater owner satisfaction and added profits to you over the years.

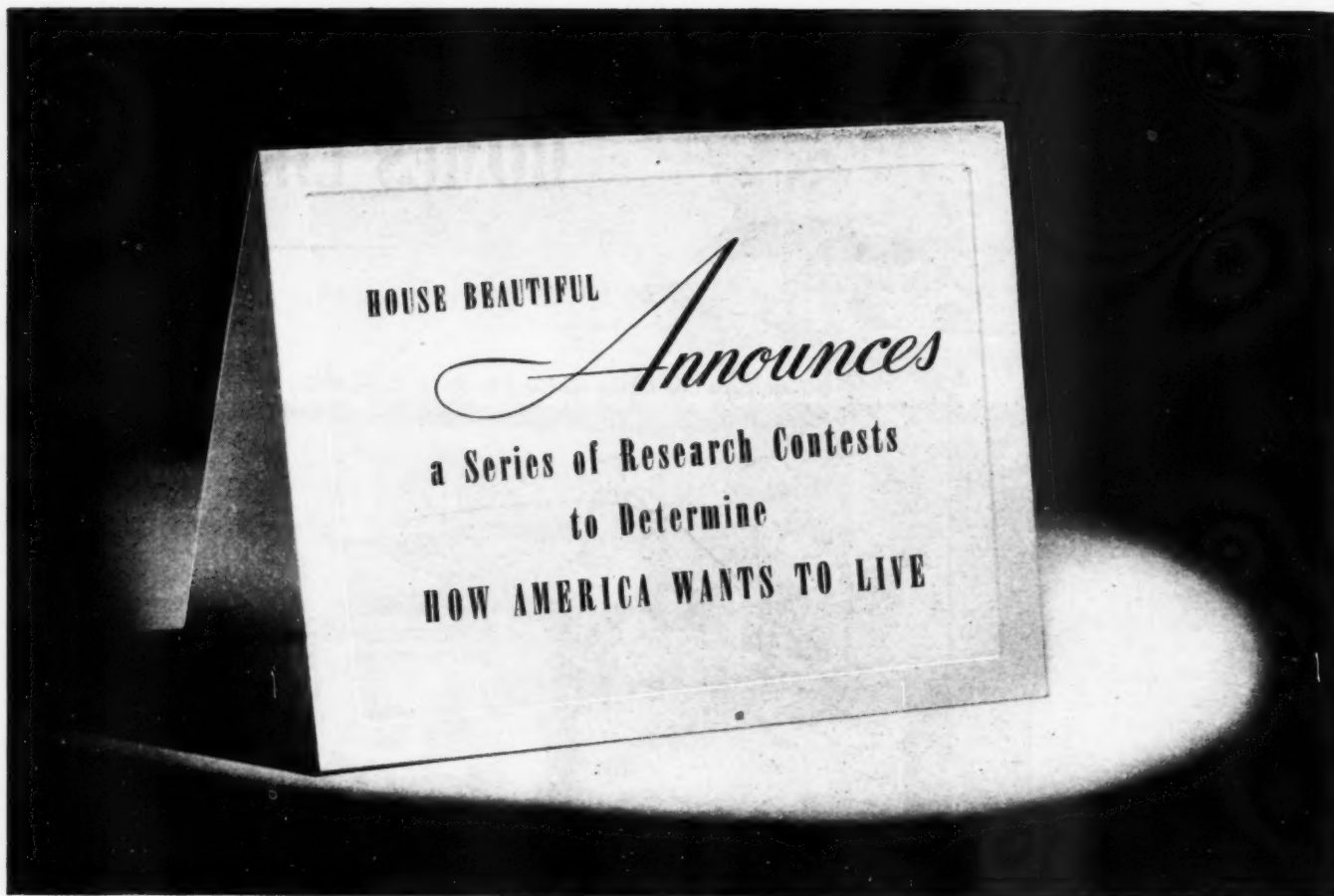
## TIMKEN *Silent Automatic*

Quality Home Appliances for Comfort, Convenience and Economy

20 Years of Faithful Service to American Homes

Division of THE TIMKEN-DETROIT AXLE CO., Detroit 32, Michigan





**K**nowing how America *wants* to live after the war is the most valuable information that American Industry needs right now.

For if we know what America *wants* now, then we can project what they can be *made to want* in the future. If we can get the dimensions of America's desires we will have the key to the designing and merchandising questions of manufacturer, builder, and retailer.

Beginning in the June issue, House Beautiful starts a series of research editorials. We present a room, embodying post-war innovations, describe it in *non-leading* language, and ask the readers to compete to win the furnishings. To win they must tell what they think of the room, whether they would want to live in it themselves.

Get a copy of House Beautiful's June issue. See for yourself just what this new program will uncover—in terms of information you want. You'll also see why House Beautiful's editorial policy is regarded as so sound—from the reader *and* the advertiser point of view.



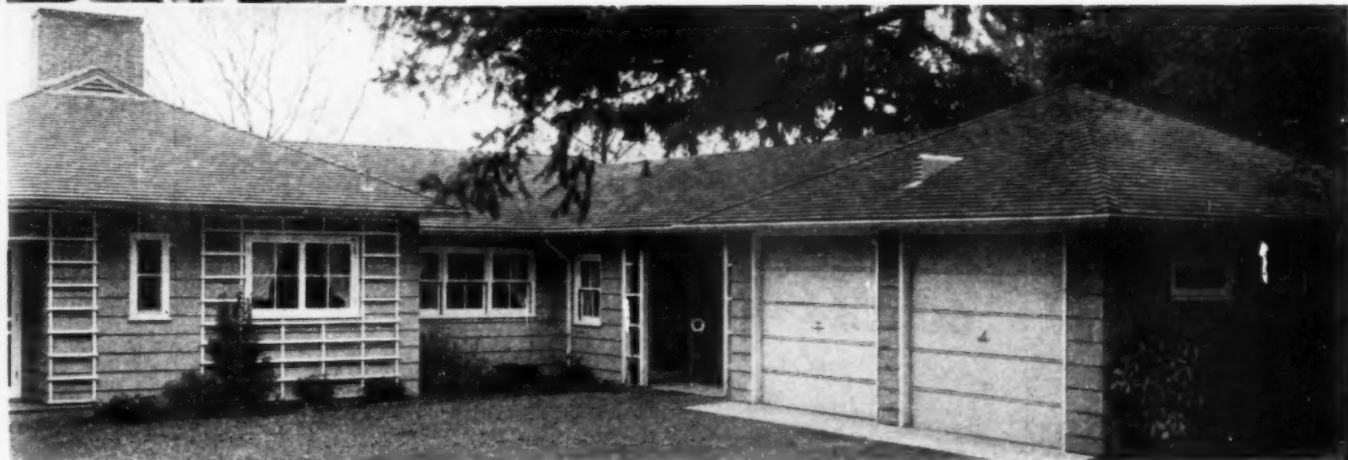
*It's Right from*

**HOUSE BEAUTIFUL**

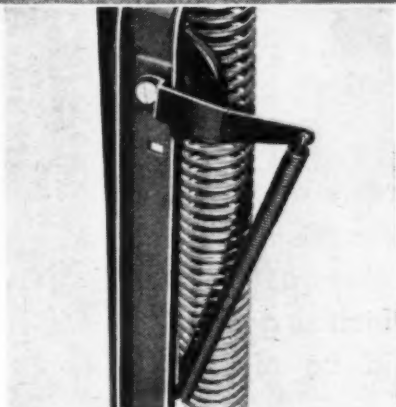




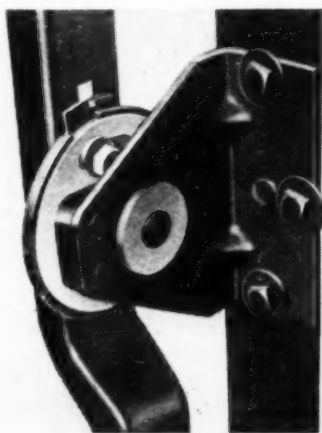
**WHAT KIND  
OF GARAGE DOORS,  
IS MY CONCERN, TOO!**



Home of Mrs. W. T. Patten, Vancouver, Wash. • Glenn Stanton, Architect.



**Patented Automatic Opener.** Just release the latch and the door moves overhead and out of the way without manual aid. Closing is easily and quickly accomplished.



**Patented Automatic Brake** stops the door when it reaches its full open position. In closing, it prevents noise and slamming.

## WOMEN WANT THE CONVENIENCE

## OF **OVER-THE-TOP<sup>®</sup>** DOOR EQUIPMENT...

The woman of today has been educated to expect the work-saving appliances of modern living . . . and she is quick to suggest that mechanical ingenuity be applied to all equipment of the home. That's why women recognize the advantages offered by "Over-the-Top" Door Equipment. This nationally famous overhead garage door operator, made for doors up to 18 feet wide and 12 feet high, has provided a popular-priced solution to the old struggle with balky garage doors. One striking selling advantage of "Over-the-Top" Door Equipment is its ready adaptability to architecturally designed one-piece doors, or as a modernizer for 2 or 3-section doors. When priorities permit\*, the conveniences of "Over-the-Top" equipment will assume Number One spot on the "must" parade of thousands of car and home owners. Write.

*\*"Over-the-Top" Door Equipment is now available for industrial and commercial application (when proper priority is furnished).*

**FRANTZ MANUFACTURING CO. • STERLING, ILLINOIS**

If you have experienced difficulty in obtaining Frantz Products, it is due to preference being given to War Production.

**FRANTZ**  
*Guaranteed* **BUILDWARE**





Good Buildings Deserve Good Hardware



*The meaning of "Quality"  
is clearer... now*

• These stringent times of supply scarcities have demonstrated that there is no substitute for quality. This fact is going to be remembered.

"Quality," long a word with but abstract meaning for many, once again is *clear to all*. It means that substitute products, whether high or low in price, whether they be tires, cigarettes or clothing, do not deliver full value. They do not give the lasting satisfaction you get from estab-

lished, trademarked, high quality goods.

Builders hardware will benefit, postwar, from this awakened consciousness that *quality* is the yardstick by which all goods and services should be measured. And rest assured, that when civilian production is resumed, high quality craftsmanship and materials—always traditional with P. & F. Corbin—will produce *quality* builders hardware to meet every demand.



**P. & F. Corbin**

THE AMERICAN HARDWARE CORPORATION, SUCCESSOR

NEW BRITAIN, CONNECTICUT • SINCE 1849



Whether it's for the world's  
largest apartment development  
or for a single home

*Look to the favorite  
Look to Frigidaire*



Fairchild Aerial Surveys, Inc.

**PARKCHESTER**—built by the Metropolitan Life Insurance Company on 130 acres in the Borough of the Bronx, New York City. Parkchester was planned by the Company's Board of Design and constructed by the internationally-known firm of Starrett Bros. & Eken, Inc. The community contains 171 fireproof apartment building units. In every one of the 12,272 kitchens there is a Frigidaire Electric Refrigerator—the refrigerator made only by General Motors.

## Frigidaire Peacetime Products

FOR HOMES AND APARTMENTS,  
OFFICES AND BUSINESS  
ESTABLISHMENTS



Household Refrigerators  
—in all sizes and models  
—including the famous  
Frigidaire Cold-Wall.



Electric Ranges—from  
small apartment models  
to full size deluxe cabinet  
models.



Fully-automatic Electric  
Water Heaters—in many  
capacities and models.



Home Freezers for freezing  
foods and storing  
frozen foods in the home.



Portable self-contained  
type Air Conditioners—  
for window installation.



Home Air Conditioners  
—complete in a single  
package.



Water Cooling equip-  
ment for all applications.



Self-contained, large ca-  
pacity, Air Conditioners.



Refrigeration Cooling  
Units and Compressors  
for large refrigerators.

**Get Free Conservation Booklet**  
which tells how to care for and keep  
existing equipment in good repair  
until you can replace it with new  
equipment. Get free copy from your  
Frigidaire Dealer. Look under "Re-  
frigeration" in Classified phone book.  
Or write Frigidaire,  
415 Amelia St., Day-  
ton 1, Ohio. In Can-  
ada, 327 Commer-  
cial Rd., Leaside 12,  
Ontario.



VICTORY IS OUR BUSINESS!

For Excellence



in War Production

# FRIGIDAIRE

Made only by

# GENERAL MOTORS

Peacetime Products

COMMERCIAL REFRIGERATION • AIR CONDITIONERS  
BEVERAGE, MILK, AND WATER COOLERS  
REFRIGERATORS • RANGES • WATER HEATERS  
HOME FREEZERS • ICE CREAM CABINETS



# FORD

## THICK-BUTT SHINGLES



● Thick butts, virtually the thickness of two shingles, give extra weather protection.

Many home owners choose Ford Thick-Butt shingles because of the reassuring ruggedness they give to the roof. They look strong and they are strong.

In making Ford's Thick-Butt shingles a bottom layer of heavy felt is impregnated with about twice its weight of resilient blended asphalt saturant. Next is added a tempering asphalt coating that acts as a seal and binder for mineral granules. This is the standard construction of a regular shingle. Then to build up the extra thickness of the butt, the patented overlay process is employed to spread an added thick coat of asphalt, covered with granules over the lower weather exposed section of the shingle. Thus the name Thick-Butt because the butt is actually built up to virtually twice normal thickness. It is easy to see how this double thick butt makes a massive sturdy roof of unusual beauty and durability that has a popular acceptance among home owners.



● The beauty of Thick-Butt color blends is emphasized by the heavy embossed wood grain textured weather surface. The soft toned shades of these blends offer a wide range of roof tone effects. Ford Thick-Butt shingles are recommended for both new roofs and re-roofing over old roofs.

### FORD ROOFING PRODUCTS CO.

*Makers of America's finest roofing products since 1865*

CHICAGO 2, ILL. YORK, PA. VANDALIA, ILL.



Sh  
M

Curtis  
venier  
shape

Wall  
easily  
binat



## She'll want a MODERN Kitchen of course



# But—



Curtis stock cabinets provide maximum convenience and storage space for any size or shape of kitchen.

Wall and base units are designed to fit easily and quickly together in various combinations to fit different needs.



During the war years, millions of housewives have formed some pretty definite ideas about their kitchens-to-come. They want them truly modern—certainly. **BUT** they'll want cabinet arrangements to fit their own individual tastes and needs. They'll want kitchen color schemes that meet *their* conceptions of kitchen beauty—and that may be changed as desired. They'll want *solid* value—not mere surface charm.

And that's exactly why so many architects and builders will specify Curtis wood kitchen units in the homes of tomorrow. Curtis stock cabinets make it possible to have the most desirable arrangement plus the most desirable color scheme. Curtis cabinets fit every kitchen arrangement. They are easily installed—fit perfectly with all standard kitchen appliances—and are priced for budget-minded home builders.



Curtis cabinets are scientifically designed for greater efficiency in use. Expert in workmanship, they are recommended by "Good Housekeeping" Institute.



The Curtis line includes a unit for every purpose—sizes for every need. You have the widest possible scope in planning the right kitchen for any home.



Keep Up To Date on Post-War Kitchens!—Many years of research and experience have made Curtis an authority on kitchens. Mass production methods have placed these beautiful kitchen units within the reach of all. Keep up to date on Curtis kitchen cabinets and woodwork—mail the coupon for complete information.

Curtis Companies Service Bureau  
Dept. AB-6W Curtis Building  
Clinton, Iowa

Gentlemen:

Send me your Curtis Kitchen Planning Book and other literature on Curtis Stock Architectural Woodwork.

Name.....

Address.....

City.....State.....





## WELCOME TO THIS *New* STOREHOUSE OF IDEAS



Step in, gentlemen! Here are 32 pages of *new* ideas—*new* ways to plan homes for tomorrow's better living. Built on an entirely different principle, "Today's Idea House"—just published by Ponderosa Pine Woodwork—shows how to use doors and windows functionally . . . to satisfy a wider range of human needs and desires. Dozens of illustrations help tell the story . . . and it's a story *you* can use as a major planning aid. A copy of "Today's Idea House" is yours for the asking—mail the coupon!



In the new Ponderosa Pine booklet, "Today's Idea House," dozens of illustrations show new ways to give tomorrow's home owners more beauty . . . more privacy . . . more light and air . . . more economy with stock woodwork. Don't fail to get your copy!



# Ponderosa Pine WOODWORK

THE BEST IS YOURS . . . WITH PONDEROSA PINE

PONDEROSA PINE WOODWORK  
Dept. MAB-6, 111 W. Washington Street, Chicago 2, Illinois  
Please send me a free copy of "Today's Idea House."

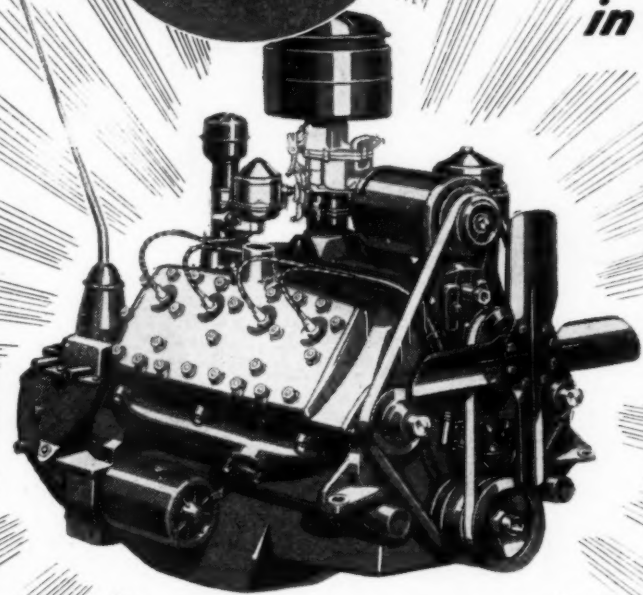
Name .....

Address .....

City ..... Zone ..... State .....



**AN  
IMPORTANT  
ENGINEERING  
ADVANCEMENT**



*Ford*

**Ford Announces  
NEW DEVELOPMENTS  
in the Heavy Duty 100 H.P.**

# FORD V-8 TRUCK ENGINE

## *Here's Good News* FOR TRUCK OPERATORS

The Model 59 engine is now offered as original equipment only. It will eventually be made available as a service replacement in Ford Trucks and Commercial units already on the road.

Here are some of the important improvements in this engine:

**NEW** long-life Tri-Alloy connecting rod bearings . . . **NEW** aluminum alloy pistons with four rings for oil economy . . . **NEW** larger capacity oil pump with more screen area for improved lubrication . . . **NEW** crankshaft rear bearing oil seal . . . **NEW** rust-proofed valve springs . . . **IMPROVED** cooling of valve seats . . . **NEW** flat-type waterproof distributor with full automatic advance and vacuum control . . . **NEW** high efficiency fan . . . **IMPROVED** carburetion . . . **IMPROVED** intake manifold for easy vacuum pipe connections . . . **SIMPLIFIED** design provides easier accessibility for service . . . clutch can be replaced without removing oil pan . . . more parts are interchangeable, reducing the number of service items required.

**I**T'S HERE—the first of wartime truck engineering developments by Ford to be made available to civilian operators.

An improved Heavy-Duty, 100 H.P. V-8 Engine now powers Ford Trucks and Commercial units which are in limited production for civilian priority holders.

This great power plant is the Model 59. You'll be hearing a lot about its fine qualities. It includes many of the Ford Truck engineering advancements made in response to military needs which are proving valuable in civilian trucking.

These improvements, affecting virtually every operating part of the engine, raise Ford Truck engine performance to new high levels of stamina, economy and efficiency—with new and important *service* benefits of interest to every truck owner and maintenance man.

Read about them in the text at the left.

**FORD MOTOR COMPANY**





# PAYROLL SAVINGS PLAN

## NOW'S THE TIME FOR

***Your* BIG "MOP-UP!"**

**RE-SOLICITATION** is the keynote for a victorious "mop up" in the Mighty 7th War Loan. Bond rallies plus continuous competition between departments help to keep Bond subscriptions on a quota-topping climb. Strategic poster displays . . . showings of "Mr. & Mrs. America," the Treasury film . . . distribution of the War Finance Booklet, "How To Get There," and the handy Bond-holding envelopes play an important part. But, above all else, arrange to have

every employee asked *once more*—and personally urged *once more*—to meet his personal quota in the **Mighty 7th!**

The Payroll Savings Plan is the mainstay of every War Loan—meeting your plant quota is vital to the success of the 7th! Remember we have to make two drives in 1945 do the work of three last year. Put on an intensive "mop up" final to help mop up the Japs, cut the tentacles of inflation—and lay the foundation of security.

*The Treasury Department acknowledges with appreciation the publication of this message by*



# AMERICAN BUILDER

and Building Age

★ This is an official U. S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council ★



**IT PAYS TO KEEP A GOOD ROOF OVER THEIR HEADS**

Think what would happen if your farm-house had not started to leak. Well, your livestock would have to be fed in the fields, even in the winter. Your equipment would have to be stored in the open. And these things cost money. You have planned on spending such a wonderful expense on cattle, hogs, sheep, right over your head? You'll get a good looking, weather-tight economical

re-making job that will last for years and years. An inexpensive

You'll keep your head building equipment in good condition. That's right... a good Flintkote roof is a good investment, an excellent one!

Remember, Flintkote is the best for your valuable livestock on your farm, and our free Farm Engineering Service is always at your disposal. Mail us the coupon!

**FLINTKOTE BUILDING MATERIALS**

**THE EXTRA YARD OF GROUND OUT NO MORE!**

**FLINTKOTE**

**Stock YOUR ROOF!**

**Time NEEDS FARM**

**It all means FARM BUSINESS — for you!**

**BLUEPRINT FOR BETTER LIVING ON THE FARM**

Soon farmers will be spending their increased income on their homes and neglected service buildings. Your counsel and help will be greatly in demand. And, starting now, Flintkote is helping to prepare *your* farm customers... with a new advertising and promotion program in Country Gentleman, Successful Farming, Southern Agriculturist, Hoard's Dairyman and Poultry Tribune.

Reaching nearly 5,000,000 farmers monthly, this program is directed toward an intensive mar-

ket that represents a large part of your business.

In this advertising, Flintkote features a new, practical twenty-eight page book... loaded with helpful information concerning farm buildings... their design, maintenance and construction. This book and other "forward-looking" sales-help material is available to Flintkote distributors in reasonable quantities. It all means farm business for you—both today and tomorrow.

**THE FLINTKOTE COMPANY**

**30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.**

Atlanta • Boston • Chicago Heights • Detroit • East Rutherford • Los Angeles • New Orleans • Waco • Washington



# THIS NEW BOOKLET WILL HELP YOU...



## ...WHEN HOME OWNERS ASK ABOUT HEATING

Thousands of home owners have already written for their copy of our illustrated booklet "PLAN TO BE COMFORTABLE." They will use it now in planning their homes of tomorrow.

This booklet offers a simple and effective method of discussing home heating problems with prospective owners. You will find it helpful when you are called upon to answer their questions.

The coupon will bring your copy of "PLAN TO BE COMFORTABLE," without charge or obligation.

HEATING DIVISION



THE NATIONAL RADIATOR COMPANY  
226 Central Ave., Johnstown, Pa.

Please send "PLAN TO BE COMFORTABLE"

NAME \_\_\_\_\_

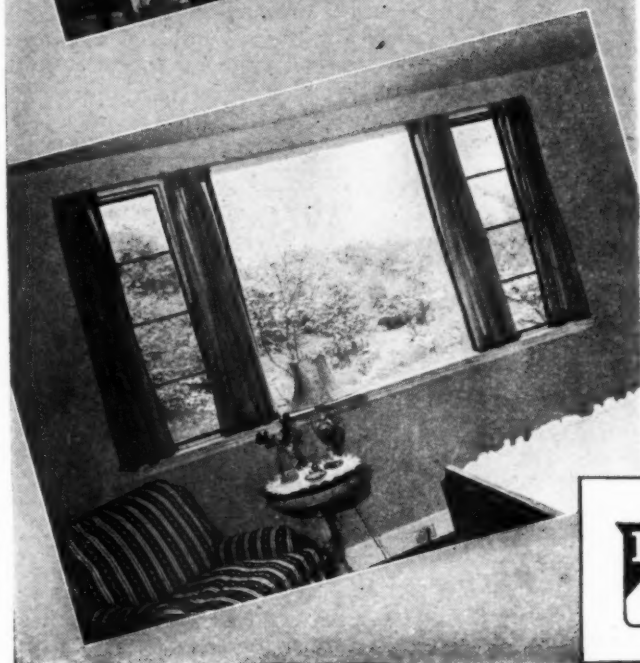
STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

# The NATIONAL RADIATOR COMPANY





## ADD EXTRA APPEAL WITH

# *Picture Windows*

Bring in the light, beauty, and cheerfulness of the outdoors through large Picture Windows ...to make your houses seem more spacious... more appealing, and hence, more salable.

Picture Windows take your houses out of the "just another house" class. They're definitely in step with the times. Plan now to make the most of their popularity—with well-planned Picture Windows in your new houses.

## ASSURE EXTRA COMFORT WITH

# *Thermopane*

... the windowpane that insulates

Picture Windows glazed with Thermopane have the extra selling advantages of greater comfort and heat saving. Thermopane provides effective insulation because a dehydrated layer of air is hermetically-sealed between its panes of glass. Thanks to the patented Bondermetic Seal, used to prevent dirt and moisture infiltration, there are only two glass surfaces to clean.

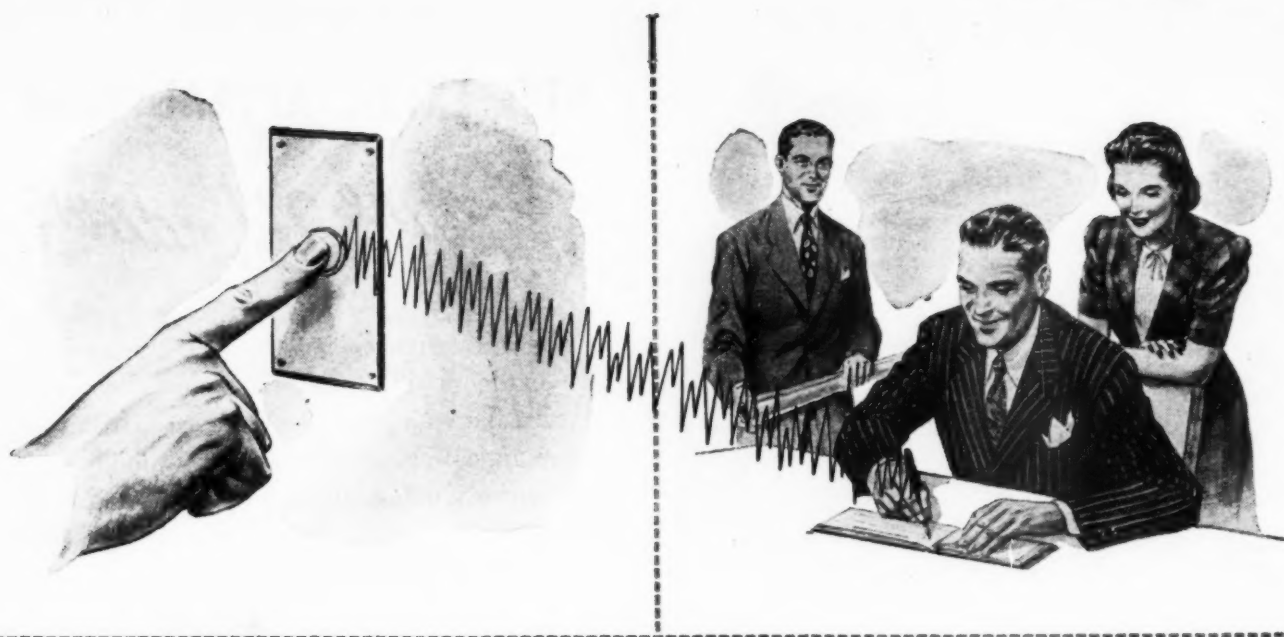
This double-glass windowpane fits into a modified sash, just like a single pane of regular glass, and stays in all year. It's a modern, practical way to provide the benefits of bigger windows, with greater assurance of winter comfort and heating economy. Libbey-Owens-Ford Glass Co., 1165 Nicholas Building, Toledo 3, Ohio.



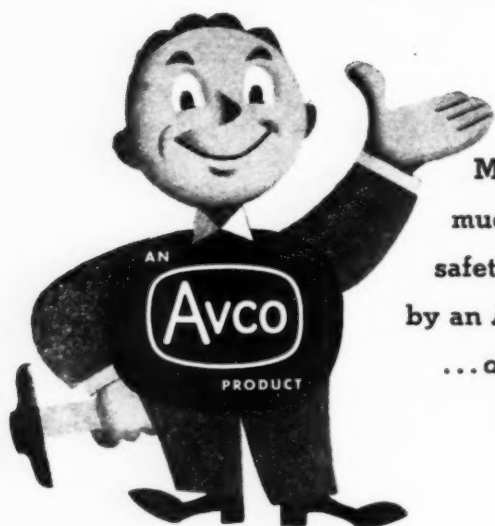
**LIBBEY • OWENS • FORD**

*a Great Name in* **GLASS**





## "How to push a Button...and SELL A HOUSE!..."



"That's right!... Just show Mr. Groom and Mrs. Bride how much convenience, comfort, and safety is added to their new home by an Avco Automatic Door Opener ...and you've got your post-war house half sold before you leave the driveway and enter the dwelling!..."



Any standard type garage door will take an Avco Automatic Door Opener. Cost is low. Installation simple. Construction sturdy. Once installed, a button in the car and another in the house do the whole job!...



Garage doors open or close, lights go on or off, at the touch of a button. Yard and house entrance lights can be hooked in at slight additional cost. At any hour, in any weather, here is new convenience, comfort, safety!



See for yourself, as forward-looking architects and builders in great number are already doing, what this new device will mean in living convenience... how much it can add in sales appeal to homes you plan or build for sale!

**AVCO**

*Automatic*  
**DOOR OPENERS**

The Horton Manufacturing Division,  
The Aviation Corp.,  
Detroit 9, Mich.





The sample of **INDERON** illustrated at the right, shows how the plastic facing gives a smooth, hard surface — how the plywood core gives "depth", strength and body to the plastic laminate.

*Just what is this* **NEW**  
**STRUCTURAL PRODUCT?**

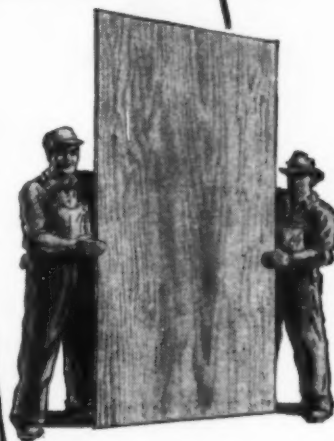
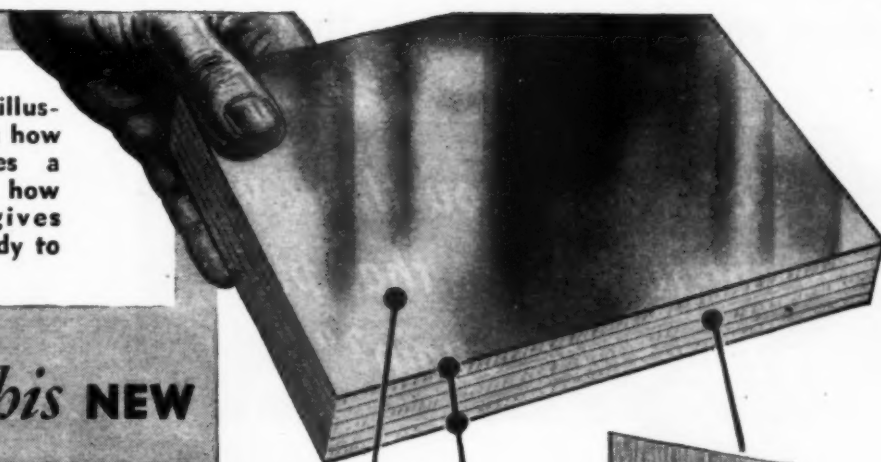
# INDERON

It is *plastic-faced plywood*. The hard, smooth, grainless plastic is *permanently fused* to a laminated resin-bonded plywood core.

NOW plastic and plywood have been combined — "alloyed" — to produce a structural product which offers the smooth, hard, permanently finished qualities of plastic plus the strength, durability and rigidity of exterior type plywood.

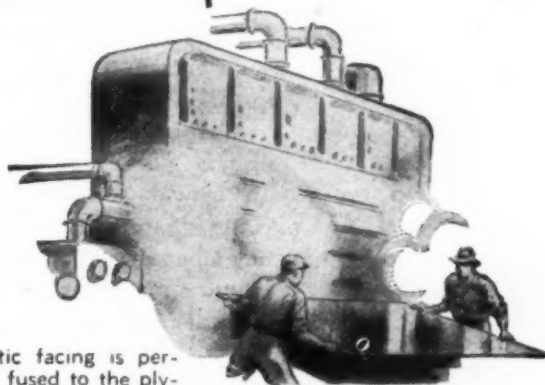
**INDERON** is waterproof — resistant to moisture and vapor — resistant to chemicals, decay, fungi and temperature changes. It is stable — strong, durable. It needs no surface protection — no additional decorative treatment.

In your postwar planning, consider the use of this smooth, hard-surfaced plastic-plywood laminate for concrete forms, exterior walls, roofs, floors, cabinets, built-in tables, sink tops—for any structural use where low cost, workability, smoothness and strength are desirable. Three grades will be available—Standard, Decorative and Industrial. Write for complete data—today.



INDERON panels are permanently faced with three or more layers of a resin-impregnated plastic. This gives Inderon its hard, smooth, durable surface.

The core of each Inderon panel is resin-bonded exterior type fir plywood. This gives rigidity, strength and "balance"—makes possible a **LOW COST** plastic laminate with depth and body.



The plastic facing is permanently fused to the plywood core by heat and pressure. It can't come loose! Plastic and plywood become, in effect, a single heat-bonded unit. Panels,

available in standard 4 x 8 foot sizes, are smooth, hard, strong, durable, yet easy to work, form and fasten.

## Manufacturers

Buffelen Lumber & Mfg. Co.    Washington Veneer Co.  
Tacoma 2, Wash.                      Olympia, Wash.

*For Information Write*

**CHICAGO SALES OFFICE**

9 South Clinton St.,                      Chicago 8, Illinois



When you've almost made the sale...

*"John, don't you think we ought to look at that place on Elm Street again?"*



Maybe you've been overlooking the increased interest that people have nowadays in hot water.

When prospects want to "look around a little more," just start talking about the good automatic gas water heater you've installed.

That brings them back inside... to sign on your dotted line.

Postwar homes will need more hot water than ever before... for bathing, cleaning and cooking... for sequence laundry machines, dishwashers and garbage disposal devices.

New housekeeping methods call for rust-free hot water and closer temperature control. With the Ruud-Monel combination, every family can have an abundant supply of clean hot water... auto-

matically, day or night... at whatever temperature they prefer.

A Monel tank simply cannot rust. Water comes out just as clear as it goes in. With Gas for fuel, there's no stair-climbing... no cellar mess. And no storage problem, no need to order in advance or to pay for fuel before it's been used.

You'll find many prospects have a high regard for Ruud-Monel equipment. Word-of-mouth praise of friends and neighbors supplements Ruud-Monel national advertising.

Install Ruud Automatic Water Heaters with Monel Tanks in the homes you build. Remind your prospects of the advantages of dependable hot water service... and see how it helps clinch sales.

RUUD MANUFACTURING COMPANY, Pittsburgh 1, Pa.



... perfect partners for

*Automatic Hot Water Service*



# STANLEY HARDWARE FOR Church Buildings

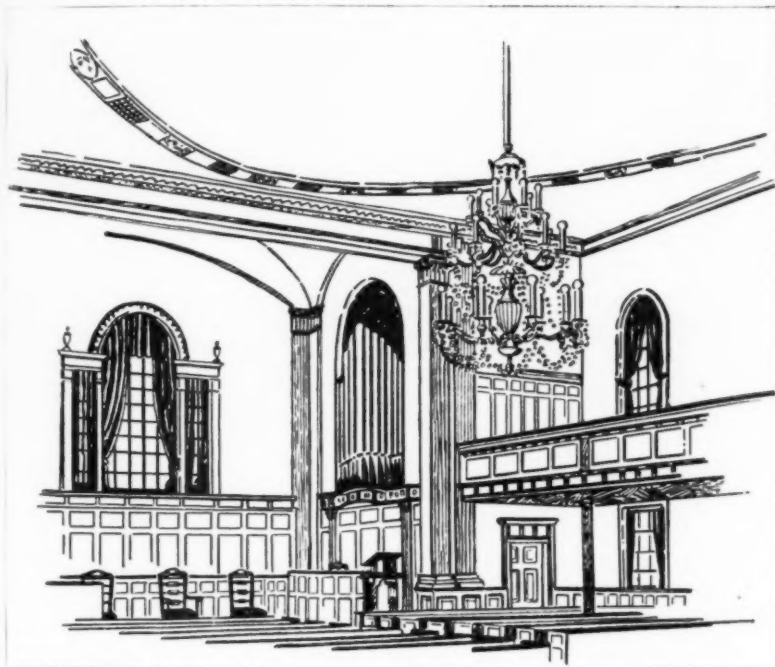


*More than 4000 Churches are reported to be in project or actual plan stage for peacetime construction throughout the United States.*

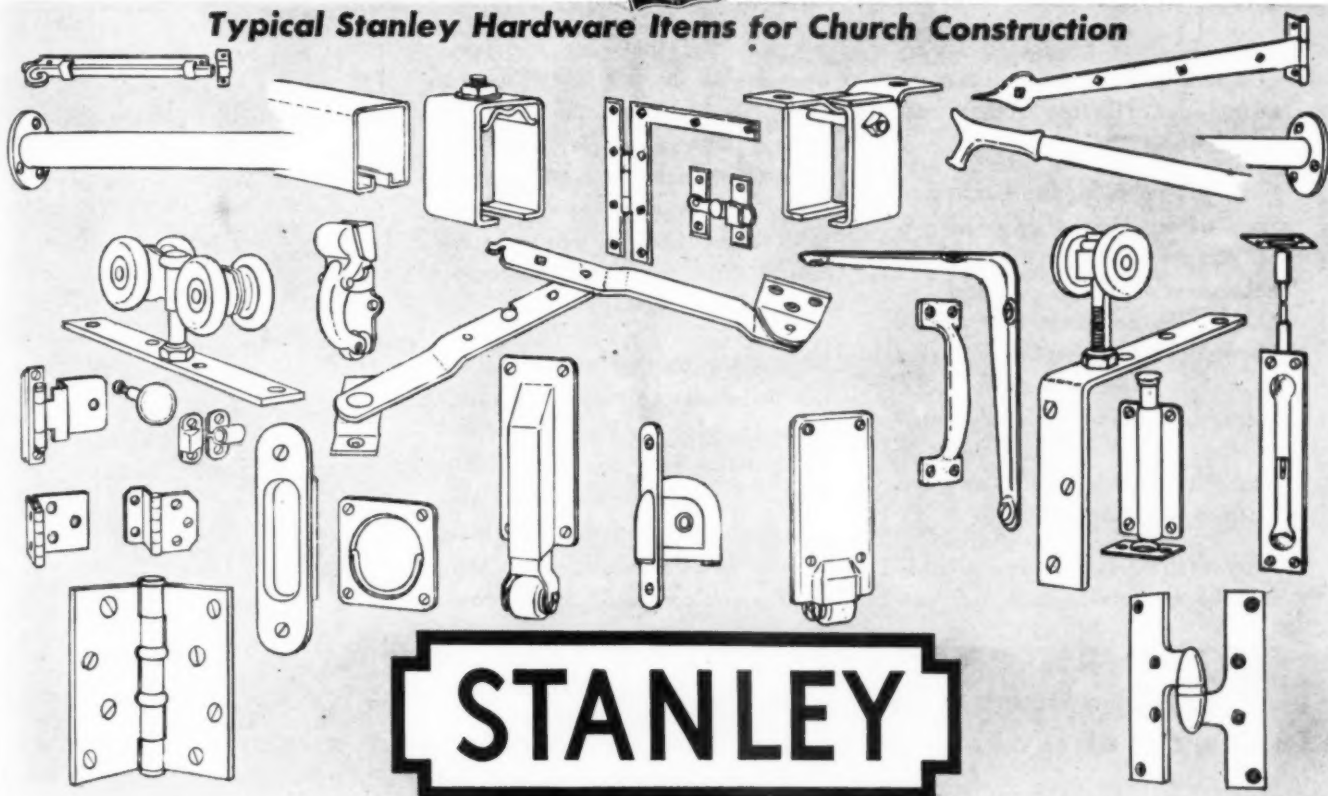
(F. W. Dodge Co. estimate)

There could be no finer symbol of the return to peace than the nation-wide church building program. And there could be no finer choice of hardware for these splendid buildings than that made by Stanley.

Stanley's traditional durability, fine craftsmanship, wide selection and ease of installation will be a valuable advantage to you in church construction projects of your community. The Stanley Works, New Britain, Connecticut.



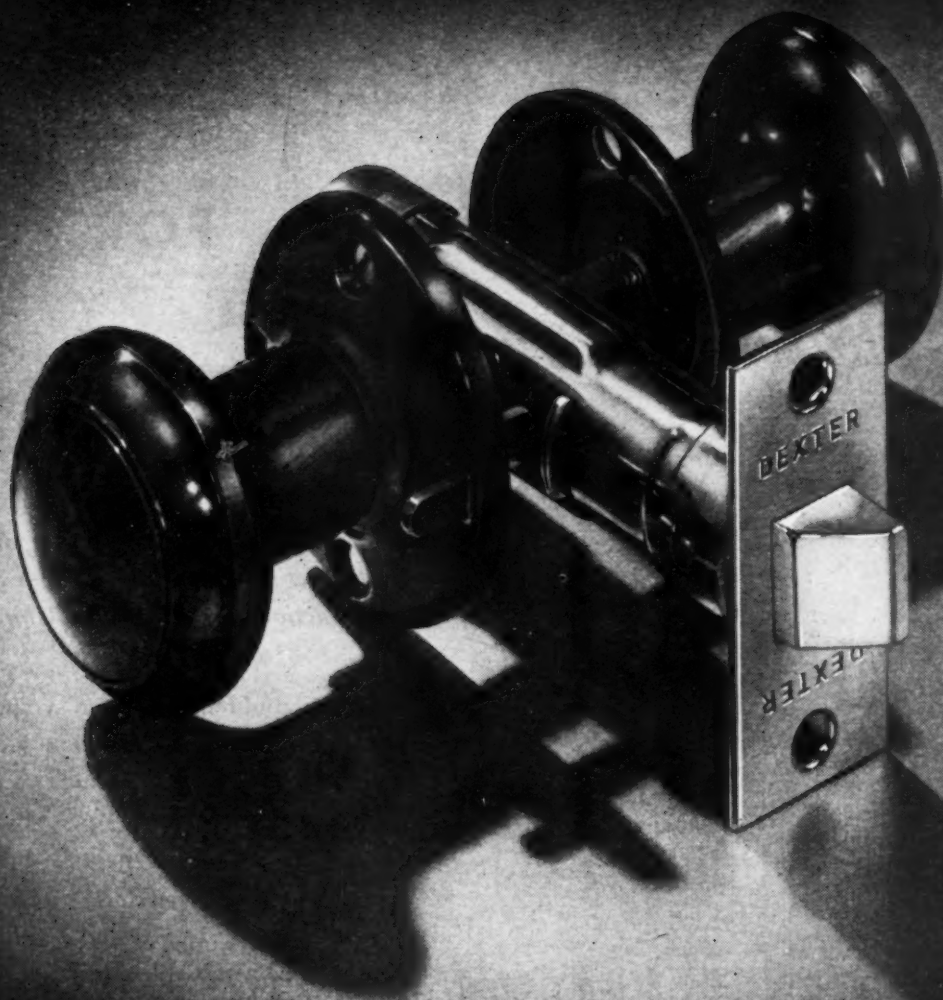
## Typical Stanley Hardware Items for Church Construction



# STANLEY

ESTABLISHED 1843





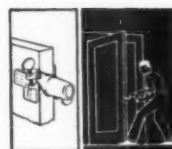
Let comparison be your guide — comparison that will show the many advantages of Dexter-Tubular Locks and Latches.

First, you will recognize the advantage during installation. There is no deep mortising; simply round holes bored with brace and bit. Carpenters complete the job in about one-third the time it takes to install ordinary mortise locks. Figure how much that would mean on the average house you build and that's the amount you save in specifying Dexter.

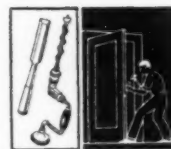
Next, examine the sturdy construction of Dexter-Tubulars and you

will see that they are rugged, dependable through and through. Every Dexter Lock and Latch is backed with a written Lifetime Warranty which is a factory guarantee of complete, everlasting satisfaction. Over 20 years of successful experience, too, are back of the Dexter line.

Reasonably prompt shipments of Dexter-Tubular Latches with plastic Duralin trim (as illustrated) are being made right now to dealers. With all these advantages, ask your dealer to demonstrate the features of the Dexter-Tubular line and to give you complete information.

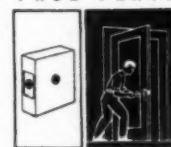


BORE 2 HOLES

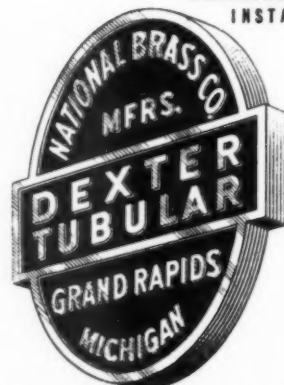


MORTISE for FACE PLATE

INSTALLATION. Just bore holes. That's all there is to fast, easy, time saving, money saving installations of DEXTER-TUBULARS.



INSTALL



**NATIONAL BRASS COMPANY, Mfrs.**  
**Grand Rapids, Michigan**

MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE



## Standard Specifications for

# DOUGLAS FIR FACTRI-FIT

**FACTRI-FIT sizes:** Doors pre-fit to exact net book standard stock sizes listed in the U. S. Commercial Standard 73-43. This means, for instance that a 2'6"x3'0" Factri-Fit door is furnished exactly the specified width and length. Factri-Fit doors are scuff-stripped for protection. Grade-marked for easy identification. Included in the line are basic 3-panel layouts, adaptable to all types of building.

## DOORS

**SAVE TIME - - ELIMINATE  
SAWING, FITTING, BORING,  
GAINING - - WITH THESE  
PRECISION-MADE DOORS!**

Available for essential jobs today—for ALL jobs when war restrictions are lifted—these durable, attractive, modern doors are precision-made to the standard FACTRI-FIT specifications detailed above. Trimming, gaining, mortising or boring is done at the mill—cleanly, correctly, economically. The slight additional cost of FACTRI-FIT features is more than offset by time and labor savings. Send for catalog—today!

**FACTRI-FIT Gaining:** 7" from top of door, 11" from bottom. Standard butt on 13/8" doors is 3 1/2"x3 1/2"—on 13/4" doors, 4"x4", square corners. Center gaining, recommended for heavy construction, is equidistance between other two. In routing, lips are left on to be knocked out by carpenter for right or left hand swing.

**FACTRI-FIT lock Bore.** All boring for locks to center knob 36" from bottom of door. Machining specifications that will be standard for all completely-machined Factri-Fit doors unless otherwise specified: Diameter of bore-in, 15/16"; length of bore-in, 3 3/4" from edge; face plate,

1"x2 1/4"x1/16", square shape; cross bore, 5/8" diameter on 23/8" center. Virtually all nationally-distributed bored-in type locks will fit these specifications. Trend today is to bored-in locks. Doors can be ordered mortised, or machined to other specifications, on special order.

## Douglas Fir DOORS

**FIR DOOR INSTITUTE**

Tacoma 2, Washington

**Remember!  
NATURE MAKES  
DOUGLAS FIR  
Durable!**

Durable Douglas Fir Doors are made from all-heartwood, vertical-grain, soft, old-growth Douglas Fir.

THE NATIONAL ASSOCIATION OF FIR DOOR MANUFACTURERS



# Why Post Readers are your B

## POST FAMILIES LIVE BETTER

90.3% of Post homes have private baths compared to the U. S. average of only 54.7%.

## POST READERS PREFER ROOMIER HOMES

The number of Post families living in homes with six or more rooms is almost twice the U. S. average.

## DEALERS KNOW THE POWER OF POST PAGES



When 481 building supply dealers in 41 states were asked, "In what national magazine would you prefer to see building materials advertised?" 70% named The Saturday Evening Post—almost twice the number who voted for a second magazine.

*The "Urge to Buy" Originates*



# r Best Prospects

POST readers represent the backbone of local purchasing power. Their incomes are well above average. They are well educated. They buy intelligently. They enjoy and can afford the better things in life.

## POST READERS BUY BETTER HOMES

A third more Post readers own their own homes than the U. S. average. In cities and towns throughout the nation, the value of Post homes averages over \$6300 against the U. S. average value of under \$4400.

## RECENT NATIONAL SURVEY SHOWS THAT POST READERS ARE READY AND ABLE TO BUY NEW HOMES

34.9% of all Post families interviewed plan to purchase or build a home.

64.3% of all Post families who intend to buy or build a home, said they would either build a new house according to their own plans, or purchase a new house already built.

69.1% of all Post home-owners stated that they plan to spend an average of \$514 on major repairs to their homes.

These preferred customers look to the advertising pages of the Post as their authoritative buying guide.

*on the Pages of the*

SATURDAY EVENING  
**POST**



# Contractors!

**Retail Merchants need your help as never before!**



**R**ETAIL merchants everywhere are realizing more and more that properly designed and constructed store-fronts boost their sales and profits.

In promoting Kawneer Store-Fronts as retail advertising, as "Machines For Selling", Kawneer is accelerating this trend to better store-fronts, and more of them. National and local advertising to hundreds of thousands of merchants

stresses this theme. A tremendous opportunity for both remodeling and new building exists for you in the store-front field! Kawneer is ready to work with you, to assist you in obtaining and executing profitable store-front work.

Write for new booklet, "The Contractor and Machines For Selling". The Kawneer Company, 606 Front Street, Niles, Michigan.

**Kawneer**  
STORE-FRONTS

**MACHINES FOR SELLING!**





## The Right Truck for All Trades

*There is a place for a pick-up in every business*

Chevrolet's popular pick-up truck is in production again—because the Government recognizes the importance of this versatile vehicle to agriculture, industry and trade, and their need for replacements. . . . Of course, production is limited—still, thousands of essential users will be enabled to procure these high-utility units. (Better see your Chevrolet dealer now, if your business makes you eligible to purchase a new truck.)

There is hardly a farm or a tradesman or an industry that cannot use a pick-up to good

advantage—especially a *Chevrolet* pick-up, with its unequalled combination of low price and high quality, plus its famous Chevrolet efficiency and economy of operation, its long life and durability.

These 1945 models are *all-Chevrolet*—with chassis, cab and pick-up box engineered and built by Chevrolet to meet Chevrolet's exacting standards of excellence.

Don't delay . . . see your Chevrolet dealer now and discuss your transportation and service requirements.

ONE OUT OF EVERY THREE TRUCKS IS A CHEVROLET  
CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

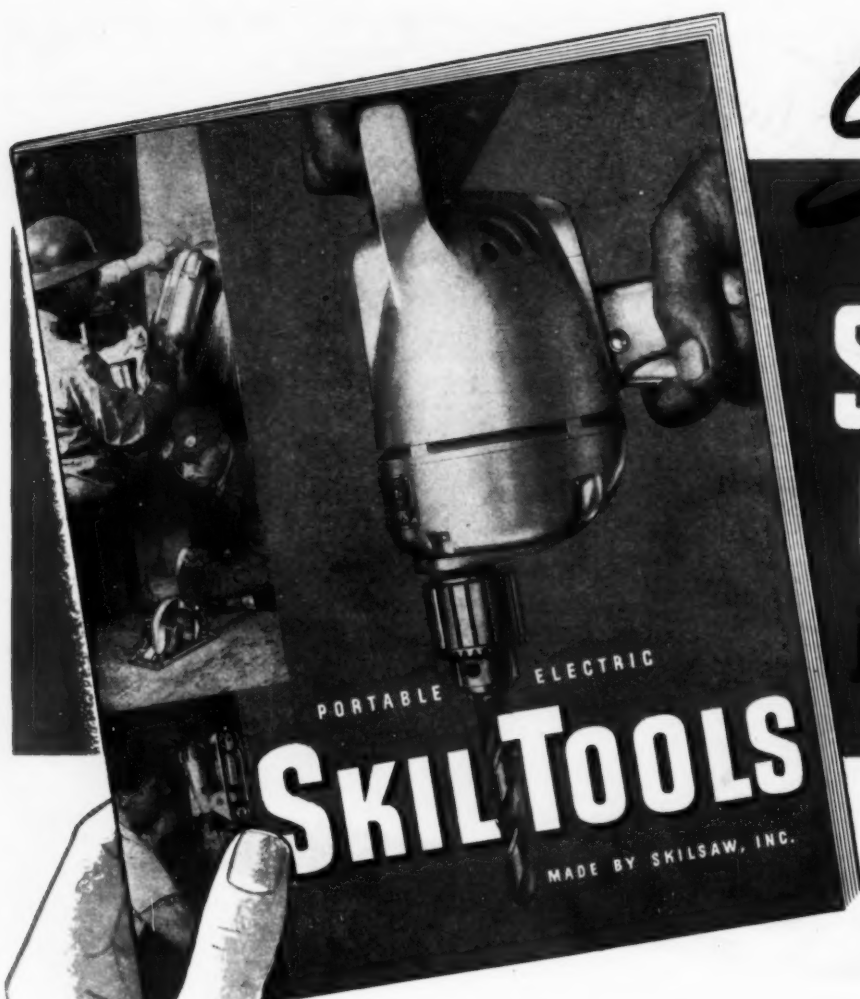
BUY MORE WAR BONDS...HELP SPEED THE VICTORY

### QUALITY FEATURES

STANDARD VALVE-IN-HEAD TRUCK ENGINE	MONORAIL SPARE TIRE CARRIER
SIX CYLINDERS	CAB: ALL-STEEL, STREAM-LINED
90 HORSE-POWER	FULL-WIDTH SEAT
CHASSIS RECIRCULATING-BALL STEERING GEAR	ADJUSTABLE CUSHION AND BACK
SHOCK ABSORBERS	V-TYPE VENTILATING WINDSHIELD
FULL-LENGTH BODY SUPPORT	SAFETY GLASS ALL AROUND
6.50-16, 6-PLY TIRES	BODY: INSIDE, 78 x 48½ x 16½ INCHES
SYNCRO-MESH, 3-SPEED TRANSMISSION	MOISTURE-PROOF WOOD FLOOR
HYPOID GEAR REAR AXLE	UNOBSTRUCTED FLOOR (NO WHEEL-HOUSINGS)
HYDRAULIC BRAKES	ANTI-RATTLE TAIL-GATE
STABILIZED FRONT END	TUBULAR STEEL SIDE FLARE
18-GALLON FUEL TANK	BOARDS

# CHEVROLET *Pick-up* TRUCKS





# Send FOR THIS NEW SKILTOOL CATALOG

just off the press!



## SPECIAL SECTION

on Care and Operation  
of Electric Tools

Every owner, every operator of portable electric tools needs this manual to help make tools do their job better and last longer. The SKILTOOL Maintenance Manual in the SKILTOOL CATALOG is packed full of useful information on the care and economical use of *all* portable electric tools. Whether you use SKILTOOLS exclusively . . . or whether you also use other makes . . . you'll save money and delay the need for tool repair by reading and heeding the advice in the new SKILTOOL Maintenance Manual and Catalog. It's yours for the asking. Mail the coupon today!

DO'S AND  
DONT'S  
that help  
make tools  
last longer

CARE OF  
MOTORS, etc.

HOW TO GET  
THE MOST  
from your  
portable  
electric tools

Send Now  
for your  
Free  
copy!

PORTABLE ELECTRIC  
**SKILTOOLS**  
MADE BY SKILSAW, INC.

5033-43 Elston Ave., Chicago 30, Ill.  
Factory Branches in All Principal Cities

### SKILSAW, INC.

5033-43 Elston Avenue, Chicago 30, Illinois

Please send . . . free copies of your new SKILTOOL Catalog with Special Tool Maintenance Section to:

Name . . . . .

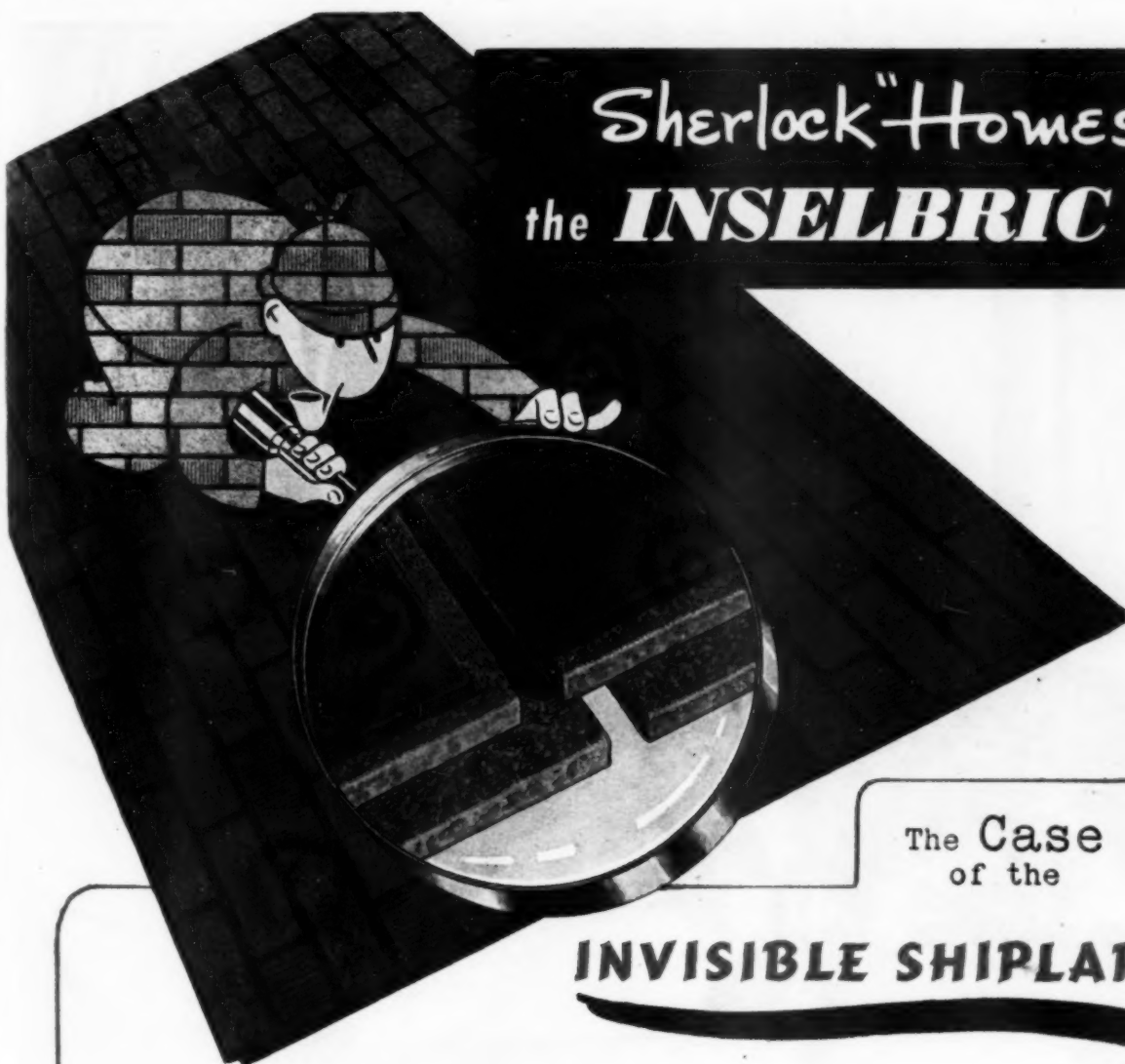
Address . . . . .

City . . . . . State . . . . .



# Sherlock "Homes"

the **INSELBRIC** sleuth



The Case  
of the

## INVISIBLE SHIPLAP

Even Sherlock "Homes" couldn't find a single visible joint in the perfectly matched panels of INSELBRIC! Of course, there's a reason—INSELBRIC is precision-built! A controlled manufacturing method that achieves the highest standards of perfection in brick-design siding. Every panel so perfectly processed—so uniform—so accurately dovetailed—all joints so

flush that they must form one continuous brick-like pattern. Not a single visible joint—the perfect shiplap! That's just one of the reasons INSELBRIC proudly stamps its name on the back of every panel. And that's just one of the reasons why leading dealers from coast to coast concentrate on INSELBRIC—the insulated brick-design siding that built the industry.



LOOK FOR THIS NAME

**INSELBRIC**

ON BACK OF EVERY PANEL

*The Nation's Fastest Selling Insulated Brick-Design Siding*

**MASTIC ASPHALT CORP.**  
Makers of Inselbric and Insestone  
SOUTH BEND, IND.

**JONES & BROWN, INC.**  
National Distributors of Inselbric and Insestone  
PITTSBURGH, PA.



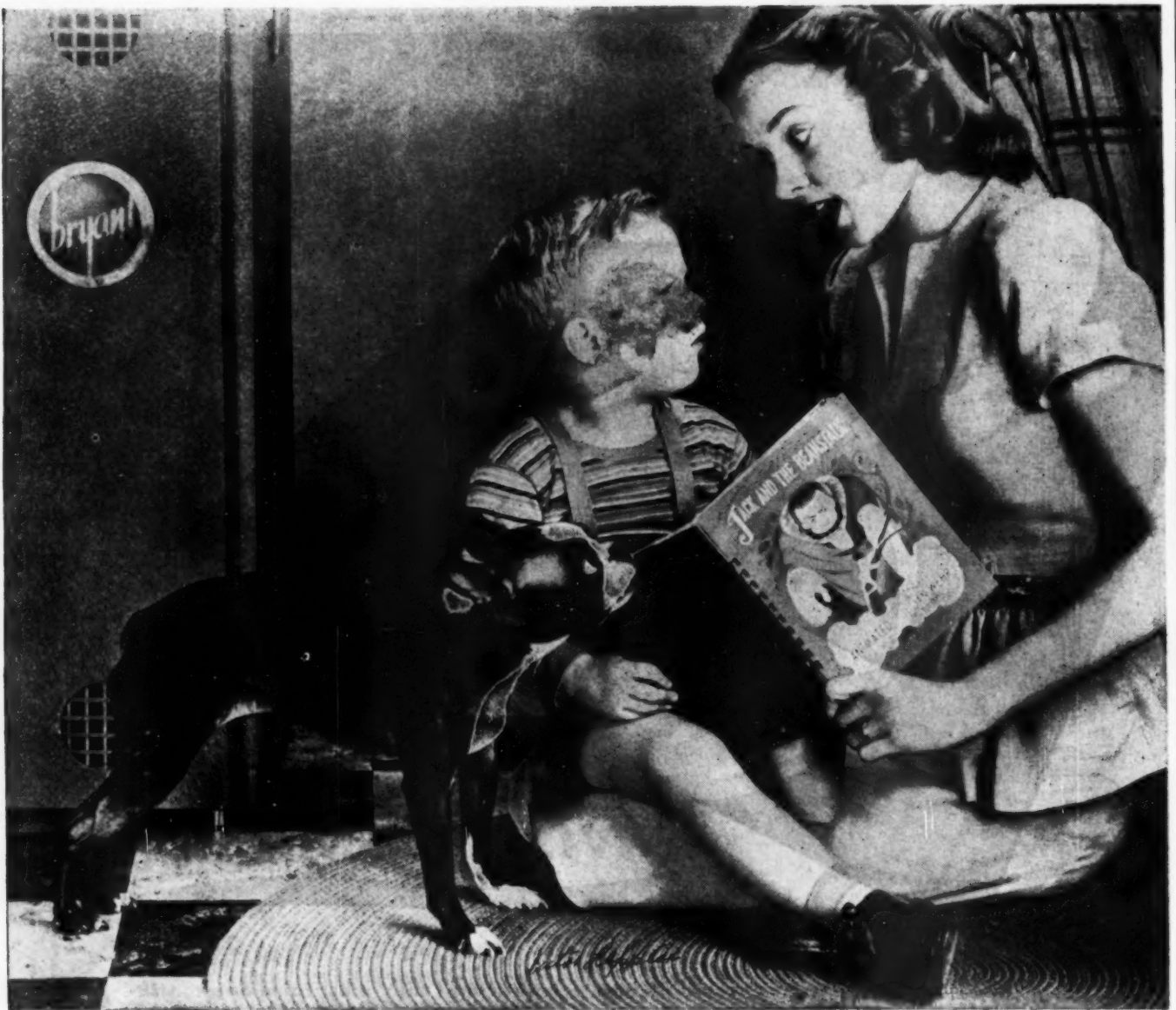


Illustration from Bryant national advertisements

## YOU WRITE THE HAPPY BEGINNING!

Tomorrow's new home buyers will be wise buyers. They will expect from you what you always have wanted to give them . . . *homes with more comforts!*

The problem of heating probably will be left more completely in your hands. And Bryant gas heating, backed, postwar, by the nation's most complete line of gas home heating equipment, often will supply your best answer. You will have a far wider choice of efficient, automatic gas-operated units, ranging from in-

dividual room heaters to complete central heating installations, equipment to accomplish zone heating for the large residence or to tuck away in a closet of the small basement-less home.

Yes, an expanded line of Bryant gas heating equipment will be available in the days ahead. With it, you can start new homeowners off without a single heating worry by writing Bryant gas heating into your plans.

THE BRYANT HEATER CO., CLEVELAND, OHIO  
One of the Dresser Industries

**bryant**  
**GAS**  
**HEATING**



LET THE PUP BE FURNACE MAN



# BRIXMENT MORTAR

## Is More Plastic



*To compare the plasticity of any two mortars, try shoving a brick into place, with a full head*

*joint. The more plastic the mortar, the easier the work. Try this with Brixment mortar!*

### AND GOOD PLASTICITY

### IS THE FIRST REQUIREMENT OF GOOD MORTAR

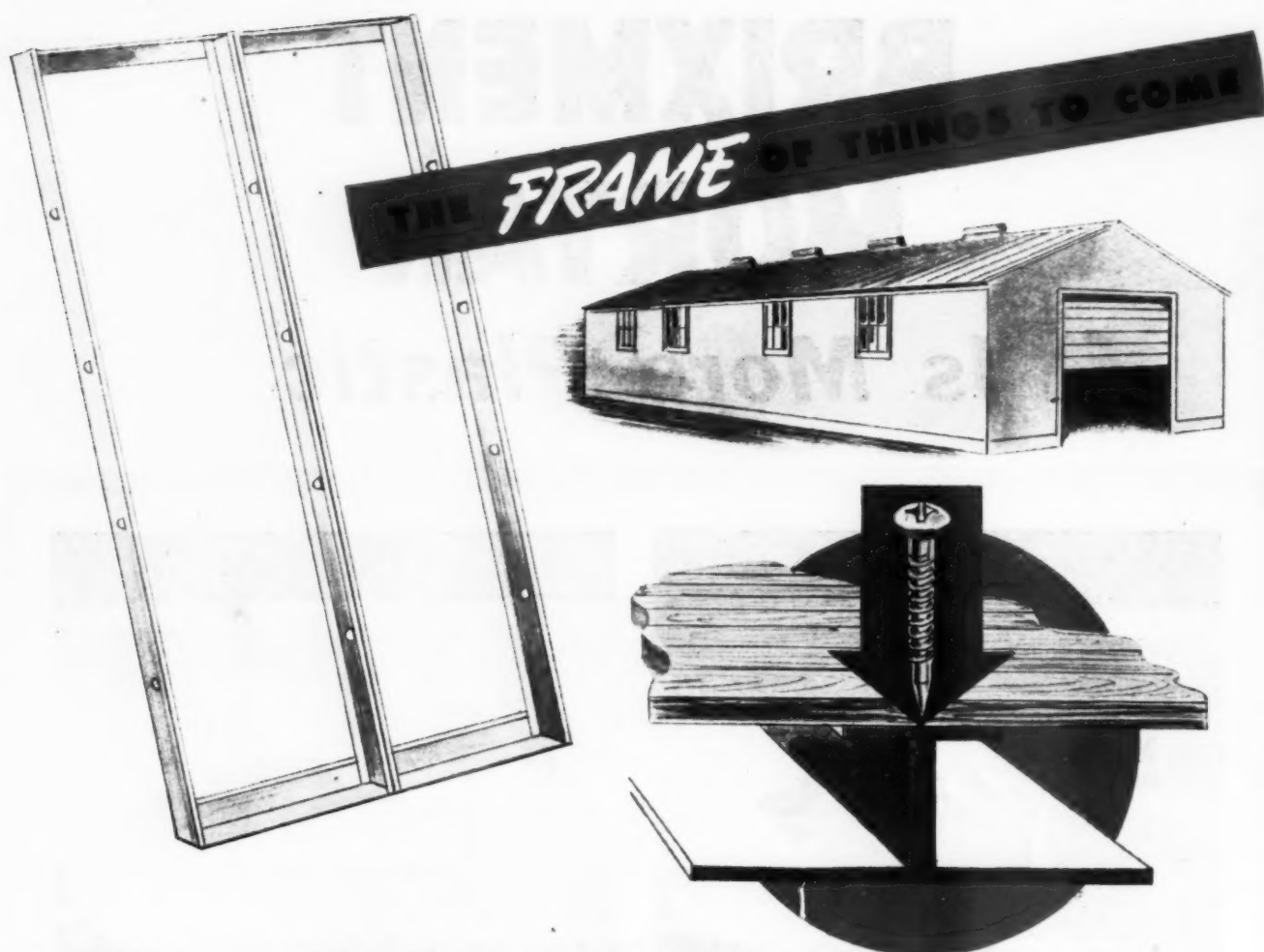
One of the most important characteristics any mortar can possess is *plasticity*. Within certain limits, plasticity is the greatest single factor not only in the *economy* of the brickwork, but also in its strength, its neatness, and its resistance to the passage of water.

One of the outstanding characteristics of Brixment mortar is its unusual plasticity. For twenty-five years, brick-

layers all over the United States have agreed that the workability of Brixment is comparable to that of straight lime putty. This exceptional plasticity makes it easy for the bricklayer to secure neat, economical brickwork, with the brick properly bedded, and the joints well filled. And because of this unusual plasticity, a bag of Brixment will carry three full cubic feet of sand and still make an ideally workable mortar.

**LOUISVILLE CEMENT CO., Incorporated, LOUISVILLE 2, KENTUCKY**  
**CEMENT MANUFACTURERS SINCE 1830**





## SPEED PLANS WITH STEEL FRAMES

### Better-Built Buildings To Aid Tomorrow's Expansion

TODAY, the test . . . in theatres of war . . . tomorrow, ready to step into your blueprints with greater flexibility of design and many other benefits to architects, builders, and building-supply dealers . . . that is the background and the forecast of EVERWEAR Steel-Frame Construction.

This simplified method of building-construction uses patented, welded-steel channels in the form of quickly-erected, steel panel-frames in standard arrangements to accommodate wall-surfaces, door-openings, or window-spaces. Only tools needed for assembly are hammer, wrench, and screwdriver.

Among the many advantages of Steel-Frame Construction for better-built buildings are: Use of conventional building materials over the Steel Frames; no skilled help required; lowest-cost means for making additions to buildings, even though Steel Frames were not originally used;

greater flexibility in design—not limited to standard lumber lengths; foundation and framing are termite-proof; better insulation permitted; comparable in cost to conventional construction.

These prefabricated Steel-Frames will be made available in peace-time by "SOUTHERN STATES" an experienced, 30-year-old organization, and one of the largest in the building-materials industry, whose interlocking galvanized Steel Roofing, Steel Shingles, and many other building materials have established a reputation for quality.

You, as a progressive architect, builder, contractor, or building-supply dealer will want to complete your post-war plans with Steel-Frame Construction. Write today for our new booklet: "PREFABRICATED STEEL BUILDINGS."



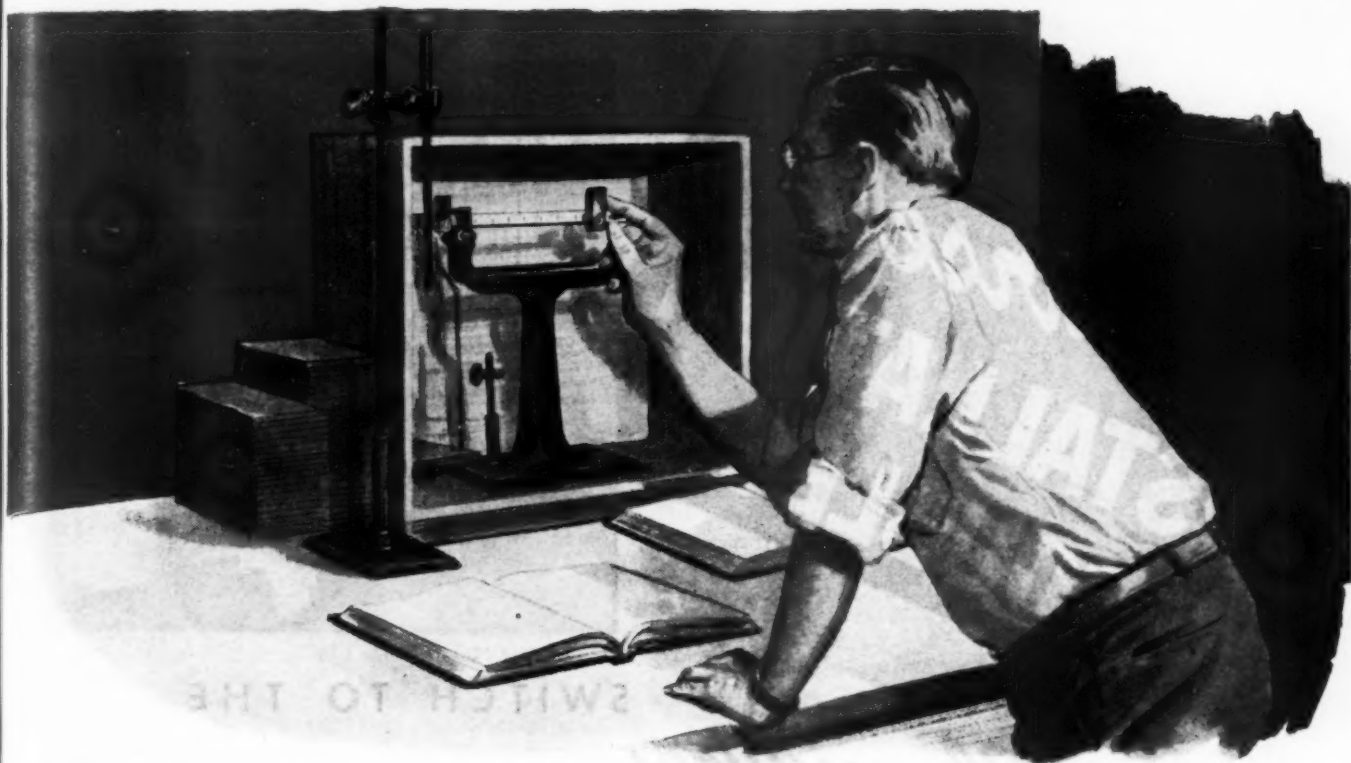
General Offices: SAVANNAH, GA.

FACTORY-WAREHOUSES IN PRINCIPAL SOUTHERN CITIES

# Southern States

IRON ROOFING COMPANY





## He beats trouble *to the punch!*



**PRODUCT GOOD-NESS** brings repeat sales . . . freedom from complaints and servicing.



**CAREY ADVERTISING** makes Carey products highly acceptable to your customers.

**E**VERY time you sell a Carey product you can be sure that it is as trouble-free as conscientious research and quality control can make it.

For years the standards for Carey quality have been set by the Carey Research Laboratories. Here, a large staff of chemists, engineers and technicians, using the finest equipment and instruments available, several Carey-designed, work to maintain those standards.

To maintain uniform, high quality, a constant check is made on every production run. On asphalt roofings, for example, batches are sampled every 15 minutes for testing against rigid quality standards. Checks on other Carey products are correspondingly tight.

This is what we mean by beating trouble to the punch.

It's only one phase of the business-building merchandising program for dealers handling—



**CAREY "SHOW HOW"** simplifies proper application and use—makes sales "stick."



**YOU SELL MORE** to more people with the broad Carey Line.

## the *Carey* line

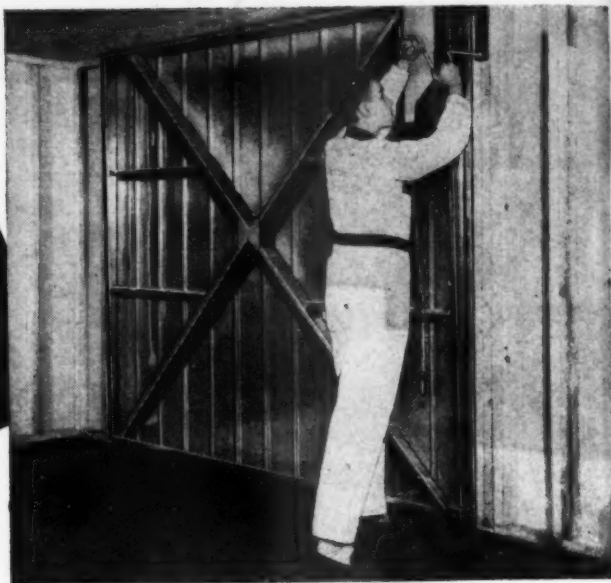
Asbestos Shingles and Siding  
Rock Wool Insulation  
Waterproofing Materials

Asphalt Shingles and Roofings  
Asbestos Coverall Board  
Miami-Carey Bathroom Cabinets and Accessories

Asphalt Roll Brick Siding  
Roof Coatings and Cements



*Save Yourself*  
**INSTALLATION TROUBLES**



**BERRY** *Aluminum Overhead Type* **GARAGE DOOR**

**SAVE**

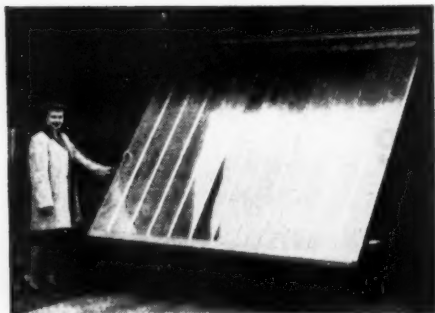
**TIME AND MONEY** — With a Berry Door no expensive installation crews are needed. To hang — center the door in opening, and fasten two hanging brackets to jamb with only four lag screws — attach lock, striker plate, and weatherstrips and the job is done . . . one man can do it — it's just that easy.

**SAVE**

**SPACE** — Because the Berry Door can be hung from the header it requires no inside headroom or space for trackage. This is an important feature when the garage ceiling is flush with the header as in basement or second story garages.

**SAVE**

**SERVICING** — All operating mechanism is sealed in a compact steel box built into the door — requiring no servicing or lubrication — no exposed springs to break — no tracks to jump. Built of aluminum to the latest aircraft type construction, Berry Doors will not sag or warp — they stay put for a lifetime of trouble-free service.



*Specialists for Years*

IN GARAGE DOOR ENGINEERING

**BERRY DOOR COMPANY**

BIRMINGHAM, MICHIGAN

**400**  
**With**

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# Builders' News Review

Latest Washington developments—News of the National Association of Home Builders and Local Associations



## 400,000 Housing Units Within Next Twelve Months

A MINIMUM of 250,000 new housing units, and a maximum of 400,000, possibly higher, is in sight within the next twelve months, according to National Housing Agency Administrator John B. Blandford. This estimate is based on what the housing end of the construction industry may expect to receive from War Production Board as its share of available materials that can be spared from direct prosecution of the war.

Present prospects indicate that the building of these units will occur under at least a modified form of restriction. For example, lumber is in very short supply, requiring that L-41 be continued in effect so long as that situation continues.

General opinion is that the coming months will see a gradual easing of lumber restrictions as military demands for it slough off. Thus, for example, amounts needed for crating may be expected to decline somewhat in one-front war; war

housing needs should continue to decrease; and many million feet will become available for civilian use that were heretofore earmarked for arms and other war plants for which there is no longer a need in view of improving war conditions.

The practical result, so far as builders are concerned, is that N.H.A. will continue to program housing, in its function of parceling out material allocated by WPB., and will have the final decision on what can be built and where.

Considerable effort is being exerted, as this is written, both within W.P.B. and elsewhere to lift the "ceiling" of \$8000, on new housing that may be built for sale, to \$12,000. N.H.A. is back of this effort and while no officials in either agency will talk for quotation, even the most pessimistic feel that a boost to \$10,000 is the least that may be expected. Opposition is being offered by some labor organiza-

(Continued to page 119)



L. C. Hart

### L. C. Hart, of Johns-Manville, Heads Producers' Council

L. C. Hart of New York City, vice-president of Johns-Manville Sales Corporation, has been elected president of Producers' Council, national organization of manufacturers of building materials and equipment. He succeeds Douglas Whitlock of

Structural Clay Products Institute, who has been head of the Council for the past two years.

Other officials elected with Mr. Hart include Tyler S. Rogers, Owens-Corning Fiberglass Company, Toledo, vice-president, and Allen E. Pearce, Armstrong Cork Company, Lancaster, Pa., treasurer. Gordon C. Hay, Fiat Metal Manufacturing Company, Chicago, was re-elected second vice-president, and Frank A. Sansome, Chamberlin Company of America, Detroit, continues as secretary.

### Small Business Comm. Holds Lumber Hearings

Recognition of short lumber supplies as a probable bottleneck to full-scale building activity has led to special hearings now being held by Senator Brien McMahon (Conn.) of the Senate's Small Business Committee. Officials from W.P.B., Army, Navy, O.P.A., and the lumber and construction industries are expected to be heard.

Favorable conditions, includ-

ing increase in the supply of steel and other building materials for civilian use, along with easing of manpower requirements, have resulted from the end of the European war. However, the Senator pointed out, breaking of the lumber bottleneck should enable the construction industry to do its full part in hastening victory in the Pacific and bringing about an orderly conversion to a full peace-time employment.

### Home Builders Council of New York, New Jersey and Connecticut Formed

Five local associations of home builders operating in the New York metropolitan area have formed the Home Builders Council of New York, New Jersey and Connecticut, according to a recent announcement by O. J. Hartwig, secretary of the new group.

Affiliated with the National Association of Home Builders, as is each of the five member groups, the Council will serve as a consultative body for the exchange of information and ideas, study home building problems of interest to all builders in the area, carry on an active public relations program designed to promote home ownership and to keep the public informed on the advantages of home ownership.

#### Member Groups

Home Builder Associations represented in the Council and their members who make up its Governing Committee include: New Jersey Home Builders Association, Henry Shaheen, Leo Friedberg, Willard E. Closs; Home Builders Association of Northern New Jersey, E. W. Spiegel, Carl S. Carlson; Long Island Home Builders Institute, G. A. Mezger, Charles Jaeger, James Graham; Home Builders Association of Long Island, Inc., Sam Harris, Kalman Klein, Gilbert Tilles; Southern Fairfield County (Conn.) Builders Association, John C. Smith, Robert G. Ralis, John B. Warner.

Shaheen is Chairman of the Council.

### U.A.W.-C.I.O. Union To Enter Building Field

The Detroit U.A.W. Union is proceeding with plans for building 6000 dwelling units for its members on acreage just outside the city limits of Detroit. Half the units will be single-family homes for sale, and the balance rental dwellings of the popular two- and three-story garden-type apartment layout.

Architects and realty experts are already at work on the project, planned for immediate post-war execution, and New York lending institutions are being sounded out on the possibilities of "packaged financing"—mortgages which will include all usual household appliances under one mortgage lien. Mortgage term insurance, sickness and accident coverage for the purchaser, are also under consideration.

#### Beginning of Trend?

Building, banking and realty interests are keeping a keen eye on the progress of the Detroit experiment. It will be recalled, as reported in *American Builder*, February, 1945, that R. J. Thomas, President of U.A.W., told the National Association of Home Builders' January Convention in Chicago, that such plans were in the making. This activity in Detroit may well mark the initiation of a trend that will be extended, if successful, to many other areas throughout the country, and promoted by other affiliated unions of the C.I.O. and A.F.L.

### Onandaga Builders Elect Slate for 1945

Thomas P. More has been chosen by the Better Builders Association of Onandaga County (N.Y.) as president for the current year. Other officials elected were Paul Schoeck, vice-president, Earl E. Schopfer, treasurer, and Harry G. Hermann, secretary.

Retiring president Andrew Mayer was chosen director for a three-year term, while George W. Sykes and Joseph Lonergan were named to the board for two years and one year, respectively.





**J. WESLEY BUCHANAN**, Washington, D.C., Vice-president of National Association of Home Builders and Chairman of its Congressional Committee, has been an active builder in and around the Nation's Capitol for twelve years, and engaged in real estate activities for twenty. Specializing pre-war in detached homes in the \$12,000 to \$50,000 price range, he has turned to the lower-priced field during the last five years and built almost six hundred row and semi-detached dwellings, as well as several small apartments. A director in the Home Builders' Association of Metropolitan Washington, "Wes" holds the same office in N.A.H.B., and has recently taken on the job of chairman of the national organization's Tax Committee.

### Portland Sponsors Radio Forum; Hears N. C. Hines

The Portland Home Builders Association is sponsoring a weekly radio forum, in conjunction with Portland Gas and Coke Company, entitled "Let's Talk Houses." Aired over Station KXII, each Saturday night from 6:30 to 7 P.M., the forum features round-tables of experts in the field of home building, and has stirred up considerable audience interest. Questions are solicited from listeners and those of most general interest are answered on future programs.

The group's May meetings were high-lighted by the appearance on May 11th of N. C. Hines, executive vice-president of Metropolitan Washington (D.C.) Home Builders and a leader in the fight against public housing in the District of Columbia. The subject of Mr. Hines' talk, on which his long Washington experience well qualified him, was "The Ways of Congress." With Mrs. Hines, he is on a speaking tour of the West Coast, which took him also to Seattle, Tacoma, San Francisco and Los Angeles.

### Merrion Calls Emergency Meeting on Housing Legislation

President Joseph E. Merrion of N.A.H.B. has called an urgent two-day meeting of the association's Public Housing Committee, Executive Committee, and Presidents or members of many affiliated local associations for June 6th and 7th at the Hotel Stevens in Chicago. Under war-time restrictions, the conference will be limited to 50 persons from outside the area.

Purpose of the meeting is to consider and take necessary steps to combat objectionable features of the Wagner-Ellender Bill on the government's post-war housing set-up, expected to be presented to the Senate before those dates. Pointing out the possible effect of this legislation in establishing a post-war pattern for the industry, and the continued encroachment of public housing upon the field, the N.A.H.B. President underlined the need for united action. Not only the national group, he pointed out, but also its many local associations must take vigorous steps to meet the threat to the housing industry and our whole economy in the bill.

### Cleveland Group Has News Outlet; New Secretary

The Home Builders Association of Greater Cleveland has initiated a new service to prospective home buyers in that city. Through courtesy of "The Shopping News," with a circulation of 268,000, a weekly feature article and model home plan will be published in the pages of that periodical. The name of the builder submitting the plan will be featured each week, along with a short explanatory article pointing out the features of the layout offered. Publication is expected to continue so long as reader interest holds up.

Cleveland also announces the appointment of a new executive secretary, James V. Funaro, to succeed Peter D. Kleist, who is returning to active building operations. Mr. Funaro, a graduate of Carnegie Tech and University of Pittsburgh, has had extensive experience in construction, business administration, and public relations. Good luck, Jim—and ditto, Pete Kleist.

### Theatres Offer Builders Good Post-war Market

Recently completed surveys indicate that there will be a

demand for construction of at least 1000 new theatres in the first two or three post-war years; and that more than 60 per cent of the country's 16,000 theatres presently in operation are planning remodeling and modernization operations when the materials and manpower situations permit.

### L. I. Builders Plan \$2 Billion For New Homes in Post-war Period

Two Billion Dollars will be channelled into new home construction in the Long Island (N.Y.) area during the next ten years, according to plans recently made public by two active builder associations in that area.

The announcement, made jointly by G. A. Mezger, president of the Long Island Home Builders Institute, and Fred A. Trump, president of the Home Builders Association of Long Island, pointed out that it comes as the result of more than six months survey and planning activity. The two organizations, members of N.A.H.B., also plan joint co-operation on establishment of a code of ethics, development of standard policies and practices aimed at giving maximum protection to the public purchasing homes through members, joint action on legislative of the "Who's Who" in Long Island with financial institutions, manufacturers, distributors, dealers, subcontractors, and all other segments allied with the building industry.

#### Officers and Directors

Officers and directors of the two associations comprise many of the "Who's Who" in Long Island building circles. In addition to President Metzger, the Institute group includes Cy Williams, vice-president; James Graham, secretary; Charles Jaeger, secretary; and Directors P. J. Callan, Fletcher Chalmers, Frank Clauson, Harold Mott, Charles J. Rorech and Robert J. Rose.

The Home Builders Association roster lists, along with President Trump, Sam A. Harris, vice-president; Gilbert Tilles, Secretary; Paul Jeffrey, treasurer; and Directors G. M. Berne and A. B. Wolosoff.

O. J. Hartwig, active for many years as consultant in the Long Island home-building field, and recently returned from overseas service with the War Shipping Administration, is acting as executive secretary of both groups during the period of organization and preparation of programs.

### Association Distributes Report on Public Hearing

The Washington office of N.A.H.B. has distributed through local associations several hundred copies of the recently issued National Industrial Conference Board's Report on the Washington Public Housing Dispute.

The Board was asked by Senator Burton's Committee to boil down the testimony before that group and to give a clear report of its findings to aid in formulating sound policies for the future. Noted for its competence as a fact-finding organization, the Board's conclusion read, in part, as follows: "Private enterprise can build and maintain housing developments for the lowest-income groups at lower cost than the government agency charged with slum clearance in Washington, D. C., has been able to achieve since its creation in 1934, provided the government assists in obtaining sites and gives assurance of a clear field."

The report is recommended as of assistance to groups engaged in fighting public housing locally, and is especially timely in view of the pending Wagner-Ellender legislation.

### 1500 Attend Rochester Home Planning Lecture

More than 1500 persons attended the sixth in the series of Post-war Home Planning Lectures being offered by that city's Home Builders Association on May 9th, according to a report received from Secretary J. Raymond Tobin. Featured speaker was Irving W. Clark of Westinghouse who, to quote Secretary Tobin, "led a very practical discussion of electrical living and anticipated developments, illustrated to the point where people could have a visualized presentation of what they might expect."

### South, Southwest Builders Acclaim Merrion on Tour

Early reports coming in from cities covered by N.A.H.B. President Merrion in his tour of the south and southwest were enthusiastic. Typical were these: "His visit was a real inspiration. Was most liberal with his time. . . ." From the newly-organized Atlanta group.

"One hundred builders greet President Merrion. . . ." From the Jacksonville, Fla., papers.

"One of the greatest missionaries a national association could send out. . . . Gave a great lift to our organization. . . ." From Dallas, Texas.

J. B. C. dent of ation of wishes tration regional national F. Cozzo home b of the Dallas. cently by mor man H shown est in h

### House Bath

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### Arch For

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J. B. COZZO (right), new president of Home Builders' Association of Dallas, Tex., receives best wishes for a successful administration from Joe P. Tufts. Tufts is regional representative of the National Housing Agency. President Cozzo is a well-known Dallas home builder, and former Director of the Federal Reserve Bank of Dallas. Builders there were recently hosts at dinner, attended by more than 200, to Congressman Hatton Sumners, who has shown close and intelligent interest in builders' problems.

### Housewives Suggest Bathroom Improvements

According to information furnished by the Electrical Manufacturers' Association, Mrs. America has definite ideas on what post-war bathrooms should be like. High on her list of requirements are:

Fluorescent no-shadow face illumination.

Overhead lights at tubs and basins.

Sun lamp and couch, with waterproof covering.

Shower with thermostatic control.

Drying closet, with slide-out racks, heated and ventilated for quick drying.

Storage closet for hair-dryer, vibrator, etc.

Adjustable mirror with built-in lights.

Pull-out medicine cabinet, with safety compartment for poisonous items.

Built-in radio and ash trays.

No mention was made of it, but what about built-in magazine racks?

### Architects Announce Plan For New York Exhibit

Set for "soon after the day of final victory," the New York Chapter, American Institute of Architects, plans to hold a public exhibit which will display the contributions of architects to the war program and demonstrate the manner in which members of the profession are prepared to contribute to better peace-time living.

### N.H.A. Gets \$66 Million For Public War Housing

An additional appropriation of \$66 million for publicly financed war housing has been made available to N.H.A. under terms of the recently-signed First Deficiency Appropriation Bill of 1945.

### Post-war Homes To Stress Fluorescent Lighting

An independently conducted market survey has revealed, according to Sylvania Electric Products, Inc., that one of every four wired homes in the country will be a post-war customer for fluorescent lighting. Six and one-half million families, the survey points out, will desire new or additional fluorescent lighting, and these demands can be met within a year or two after total victory, according to Frank Mansfield, Sylvania's Director of Sales Research.

First on the list to be served with this type of lighting are kitchens, according to the families interviewed, with bathroom and bedrooms next in line. While the majority of homeowners and prospective homeowners interviewed plan for permanent fixtures, a considerable demand was found for the portable type, with 20 per cent of those interviewed indicating preference for both types.

#### Better Designs Promised

Only six per cent of present users expressed a complaint on fluorescent lighting, and of these, by far the majority were based on the design of the fixtures. This, according to Mansfield, ties in with his company's present policy of designing residential fixtures "especially for the home, with home decoration and comfort in mind."

### Asphalt Roofing Industry Praised by W.P.B.

Pointing out that asphalt shingles and other asphalt products today comprise over 90 per cent of all roofing materials used in the United States, W.P.B. declared recently that the industry has made a "distinct contribution to the war effort."

The statement was made in a letter by Carl F. Clausen, chief of the Non-metallic Section of the agency's Building Materials Division. It lauded the industry for keeping up to capacity production to supply the demands of the armed forces, lend-lease, and war housing requirements, along with essential repair and maintenance needs in the civilian field.

## Cortright's Column

By Frank W. Cortright

Executive Vice-President, National Association of Home Builders of the United States



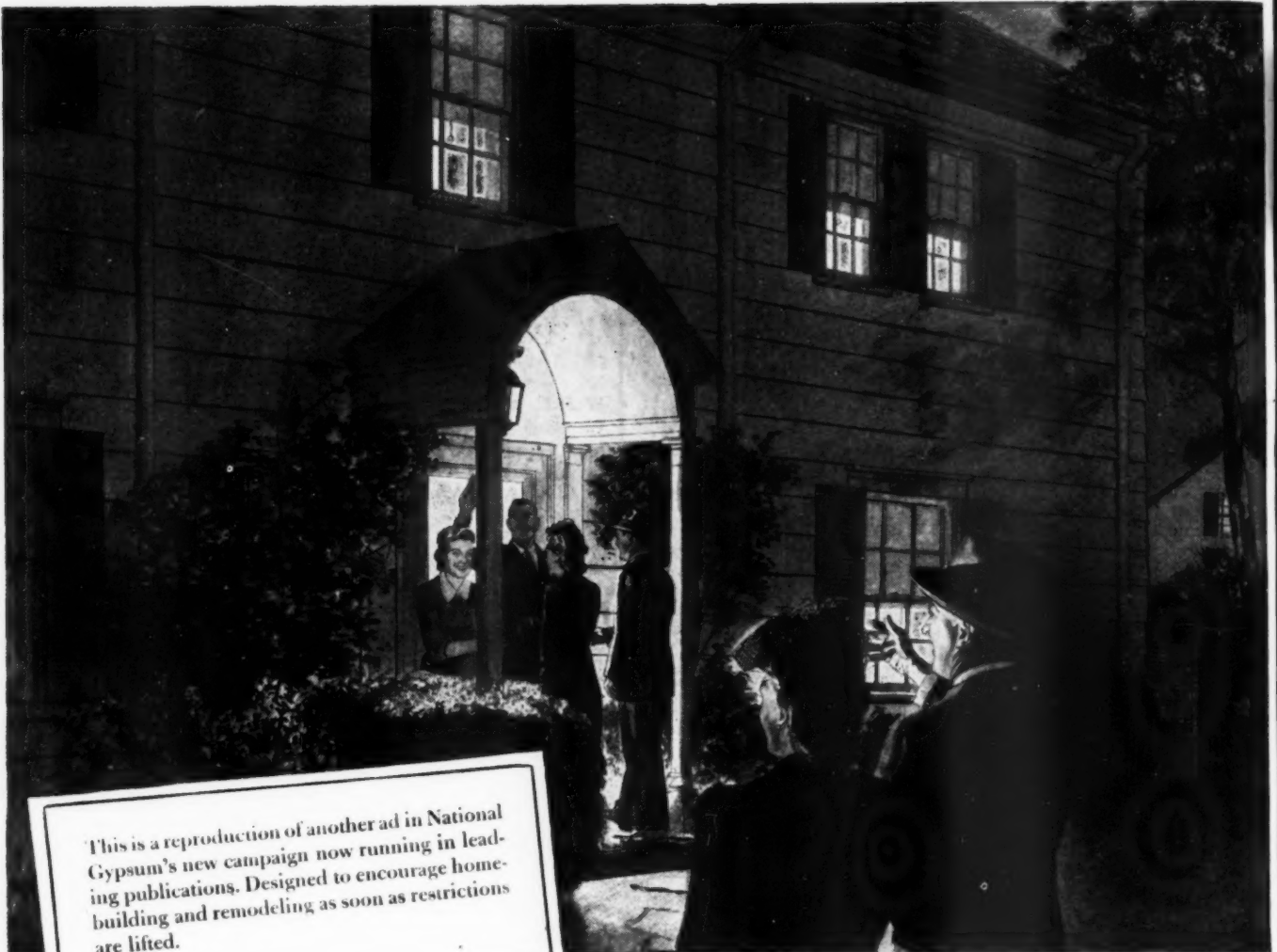
**W.P.B. relaxation orders** are ready for issuance. The various orders we have referred to and described in past letters are now clearing the final hurdles of approval by various interested groups and agencies. Your local newspapers will carry descriptions of various types of relaxing orders directly and indirectly beneficial to our industry. Of primary importance is the increase of the \$8,000 sales limitation on H-2 housing to at least \$10,000 and, we hope, the full \$12,000 maximum we have been urging. The exemption limitations of \$200 on residential construction, \$1,000 on commercial and \$5,000 on industrial will be increased 5 times to \$1,000, \$5,000, and \$25,000 respectively. Probably about July 1st an additional substantial increase beyond this will be permitted. During the intervening period a careful study of the critical materials situation will be made and the maximum relaxations possible will then be granted. In any event it seems safe to predict that although relief will be given only step by step, within the next three or four months it will be very substantial.

**President Truman**, Judge Vinson and Administrator Blandford have all stated that the home building industry will be given an opportunity to produce between 250,000 and 400,000 homes during the next year. Since November a total of 45,000 units of H-2 housing have been allocated to 206 different communities—19,000 of these in April. Obviously we must exceed this number by a considerable amount each month during the good weather if the full volume is to be reached. It is of primary importance that the War Production Board and the War Manpower Commission instruct Area Production Urgency Committees as to the position they must take if the desired employment level is to be reached. In many areas totally unnecessary and harshly arbitrary decisions are being made by these A.P.U.C. committees. Only clear-cut specific instructions from Washington will correct this.

**Labor groups** are defeating their own purpose. Unbelievable as it is, some labor leaders who should be concerned with securing maximum employment for their members are still opposing increases in the price ceilings for H-2 housing. Like the Mock Turtle in Alice In Wonderland, they are shedding bitter tears over the tragedy which could result from unscrupulous home builders who might charge exorbitant prices for housing. Their pressure upon the O.P.A. and the War Production Board during the last six months has retarded permission to produce anything but minimum size and minimum quality construction of the war housing type. It is obvious that the only satisfactory answer to high rental levels and general inflation in real estate prices lies in a great volume of production. It is difficult to see how labor can explain to the various building trades and their members in manufacturing plants the lack of employment which will result if a free home building program is not soon permitted.

(Continued to page 116)





This is a reproduction of another ad in National Gypsum's new campaign now running in leading publications. Designed to encourage home-building and remodeling as soon as restrictions are lifted.

## "LIKE THE THRILL OF YOUR FIRST CAR!"



Your first car, remember? Sure, it gave you a real thrill and a million dollars worth of enjoyment. That's the same kind of thrill you're going

to have again when you move into one of the beautiful new post-war homes the building industry is planning for you. Greater comfort, more light, better layout of rooms, new Gold Bond Building Products for greater permanence and a wealth of step-saving improvements. All-in-all, a more livable place where you can really relax and enjoy life. Better than anything you've ever seen before. Better than anything you even pictured!

Or maybe you have your heart set on modernizing the old home. That's no job at all with handy panels of Gold Bond Gypsum Board. Nailed directly to 2 x 4's or applied right over the old materials, these

fireproof panels convert shabby-looking rooms into modern interiors like magic.

No matter how old the house, Gold Bond Rock Wool Insulation can be installed at small cost for greater year 'round comfort and lower fuel bills.

How about redecorating? The new 1-Hour Sunflex wall paint covers practically any surface in one coat—even most wallpapers. Supplied in charming post-war tones that will give the whole family a lift.

Whether it's a new home or modernizing, see your local Gold Bond Building Material Dealer first. He is an authority on building and will be glad to sit down with you and discuss whatever work you have in mind. His job is to keep posted on new post-war products and you can

count upon him for many money-saving suggestions . . . National Gypsum Company, Buffalo 2, N.Y.

# BUILD BETTER WITH GOLD BOND



LATH • PLASTER • LIME • METAL PRODUCTS • WALL PAINT • INSULATION • SOUND CONTROL • WALLBOARD



# AMERICAN BUILDER *Editorial*

## **The Thinking of American Business**

**N**O ONE needs to be reminded that altering our methods of doing business to conform to the restrictive controls of war-time economy has been a tiring process not without elements of danger to the life of every business.

It should be pointed out now, however, that changing back to peace-time economy can be more difficult, and probably will be more dangerous. If there was a saving feature to what in the past four years we have accepted in the interest of winning the war in the shortest possible time, it is the fact that while we did not like it, we knew where we were going. We knew that our course would be determined largely by government orders. We had no choice in the matter.

There is the danger, as a result, that we have been conditioned to think not in terms of choices and freely determined policies, but in terms of government limitations. There is the danger that, being creatures of habit, we have forgot how to think for ourselves, how to gauge business risks, and how to aim at new horizons. There is the danger that when war-time controls on business are lifted and choices of policy and procedure again are possible and necessary, we may find it difficult to make them, and to throw off the habit of looking to a law or a rule as a guide.

Whether or not that danger exists in fact it can be assumed that those individuals in government bureaus and other agencies who are planning a regimented post-war economy for this country count heavily on the chance that individual initiative will not be able to re-assert itself quickly enough to save free private enterprise in business.

### **Need Post-War Thinking**

There is, therefore, a prerequisite to post-war planning, and that prerequisite is post-war thinking. We will not be able to plan a free enterprise post-war program for business if we base our planning on war-time thinking.

In the light load construction industry we have had to think in terms of emergency shelter rather than in terms of well planned housing, and we have had to think in terms of allotments rather than terms of selling a market. Most of the emphasis has been on low-cost sub-standard dwellings, and we have done an excellent job of designing and

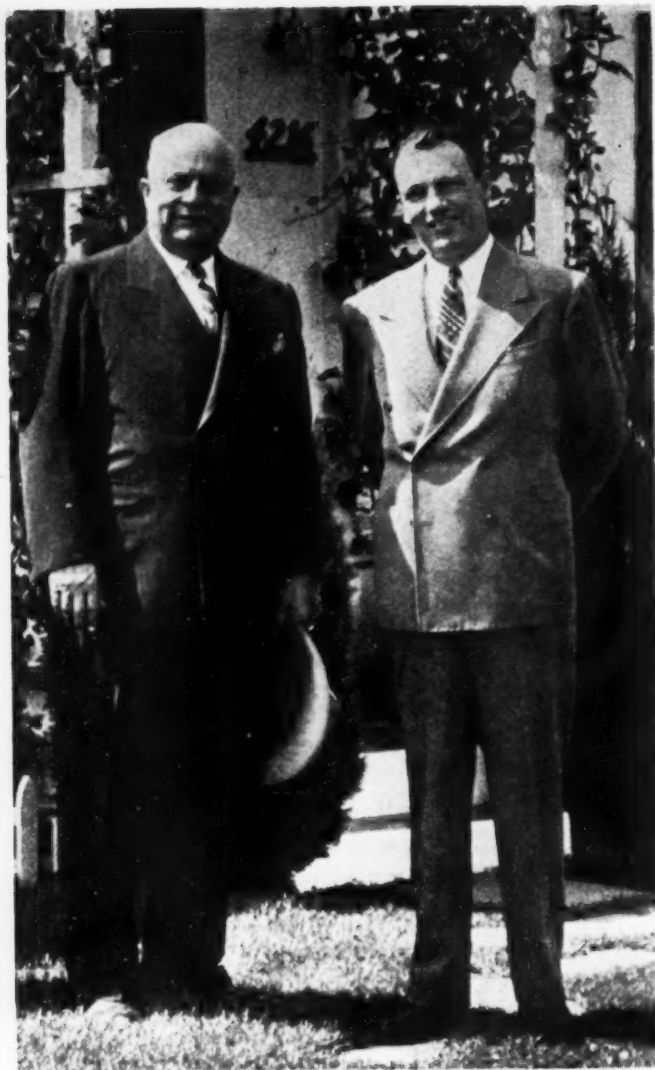
building such structures. Now the time has come to think in terms of homes and home ownership, and to begin the development of plans for adequate, comfortable post-war homes. To meet the demands of an enormous back-log of demand every builder should be thinking of the post-war market, designing homes for the price brackets he intends to reach, and setting himself to build and sell homes with a minimum of delay after the lifting of war-time controls. Some builders have oriented their thinking and are producing plans for post-war building that conform to the best in the American home building tradition of sound evolution in the development of housing. There are too many designs, however, that bear the influence of war-time sub-standard shelter, and that indicate thinking which has been grooved in the rut of war-time controls.

### **Must Continue Improvement**

Such designs play into the hands of the advocates of government housing. It is what they hope for, and in large measure count on for the success of their plans for permanent government control of home building. The home building industry in this country has nothing to apologize for. It has provided the highest standard of housing ever achieved anywhere in the world. That there is room for improvement is admitted. That improvement has been continuous is contended and can be proved. That the record of the industry needs to be defended is denied. The fact remains, however, that we are being attacked on the grounds that we have been derelict in our obligation to society. The very charge that is being made against us, however, is the one of which the advocates of permanent public housing are perhaps most guilty. The fact is that the home building industry, operating under the system of free private enterprise, and with all of its imperfections, is the real progressive influence, and that its attackers are the reactionaries. They propose a system that has been the downfall of every economy in which it has ever been introduced.

Let us first get back to thinking in terms of peace-time economy, and then plan for post-war. We believe that the best thinking of free American business is the best thinking in the world.





**HENRY J. KAISER**, prominent west coast shipbuilder, is shown with **Fritz B. Burns**, outstanding home builder, president of new Kaiser Community Homes.

**H**ENRY J. KAISER, industrialist of world-wide fame, and Fritz B. Burns, nationally known realtor, community developer and home builder of Los Angeles, announce the formation of a company known as "Kaiser Community Homes," to build homes on a large scale basis throughout the Nation.

Henry J. Kaiser, in announcing the affiliation of his industries with the Fritz B. Burns organization for large scale building operations, stated, "Housing holds the greatest promise as a leader of post-war recovery throughout the world. Insofar as the United States is concerned, it could well be the sparkplug for our national employ-

## Auto Industry Methods for Home Building

**Shipbuilder Henry Kaiser joins with successful Builder Fritz Burns to build communities of homes throughout country. Propose to serve entirely new market with completely equipped new homes—10,000 immediately.**

ment objectives. We should build 2 million homes in the first year after the war and maintain or increase that volume for a decade. Never before in all of our history have we built that many homes in a single year, but never before have we had so great a demand or so much purchasing power with which to satisfy it.

"Other builders can and should go ahead with their plans for home building, for the markets that they have always served. Kaiser Community Homes will be additional homes. They will be within the range of families who have never been able to own their own homes, or to buy the home appliances and utilities that are a part of the American standard of living. They will bring these people out of war housing and sub-standard pre-war housing and start them migrating upward to the pattern of life to which they are entitled. When they have found better homes to live in, then we can tear down the slums in the city and country," Kaiser said.

The combined resources of both the Kaiser and the Burns organizations will be represented in the large scale home building program. Officials of the newly formed company include Fritz B. Burns, President, Edgar F. Kaiser, Vice-President, E. E. Trefethen, Jr., Vice-President, G. G. Sherwood, Sec.-Treasurer. Henry J. Kaiser is Chairman of the Board of Directors.

Land has been acquired, and plans for this national home building enterprise will get under way at once. It will be spear headed by the immediate construction of 10,000 dwellings. The first contingent of homes will be grouped in Los Angeles and other principal West Coast Cities.

The purpose of the newly formed company, the officials stated, is to acquire land and develop it for complete com-

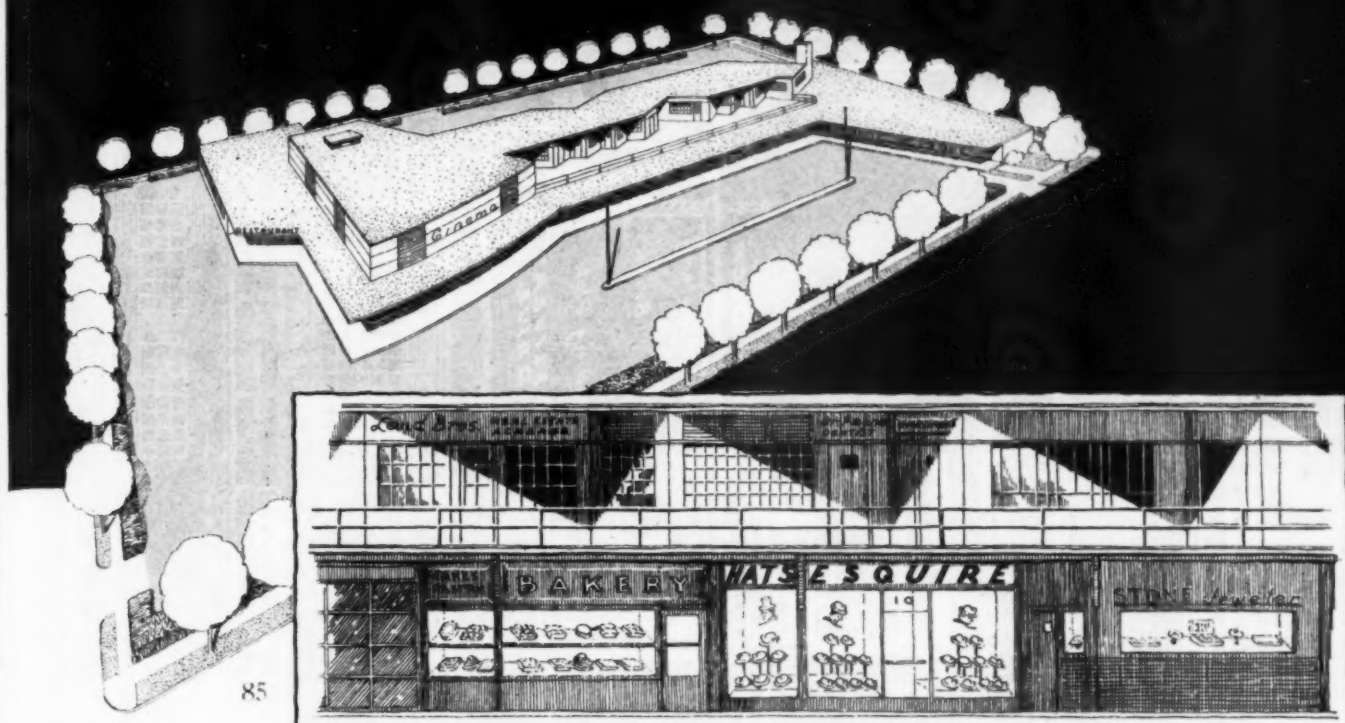
*(Continued on page 134)*

### Kaiser's New Company Will Exercise Complete Control of Communities Through These Five Vital Points

THE COMPANY will itself build these communities, and it will also contract for their construction with representative builders all over the nation. In either case, Kaiser Community Homes will (1) acquire land and develop it for

optimum homesite lay-outs; (2) obtain the necessary materials and manufactured components; (3) provide all designs; (4) establish and maintain rigid specifications and high standards of construction; (5) market the homes to the public.





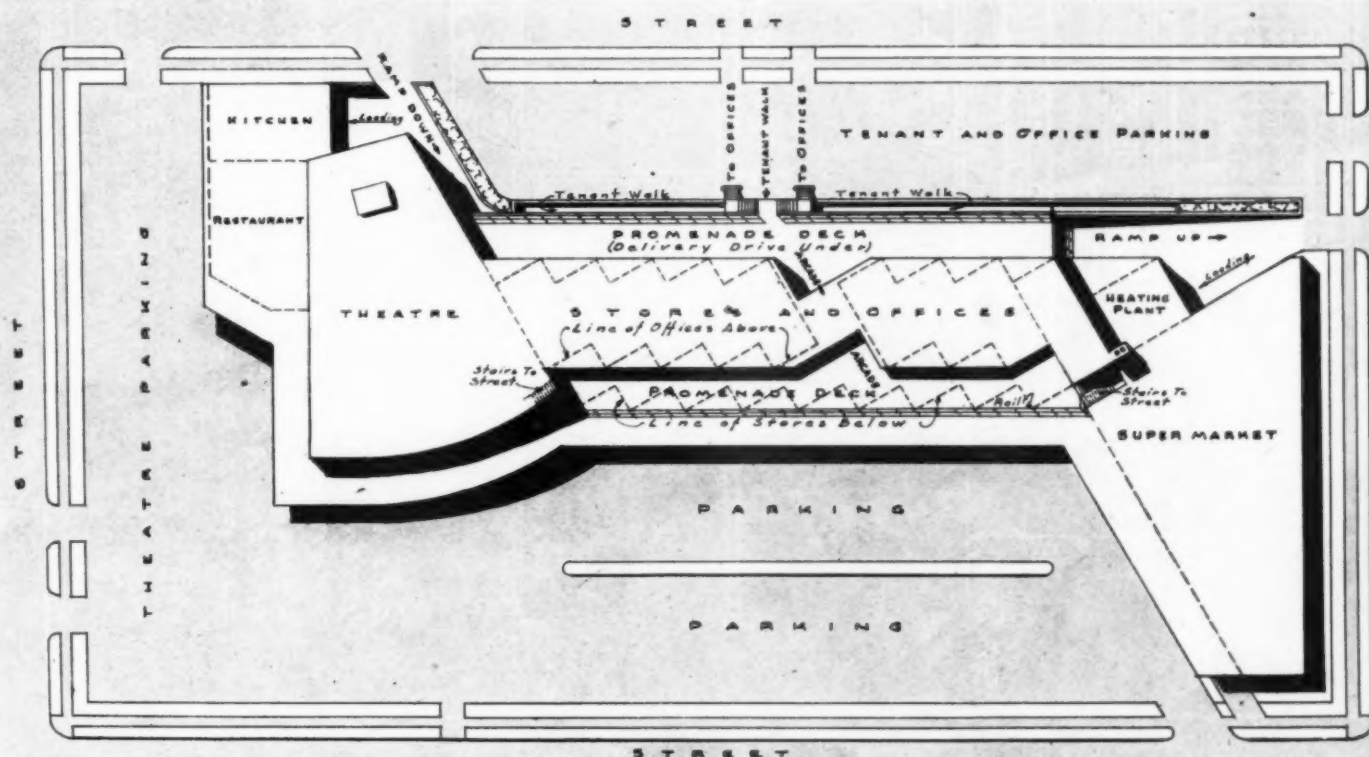
## Shopping Centers for Tomorrow's Towns

**W**ITH plans already under way to develop complete, new communities, business centers to serve these must also be blueprinted. Also many of the homes built during the war are still without adequate business districts and older areas will need modern shopping facilities. In all, billions will be spent to provide new stores, shops, recreation for post-war America and to modernize commercial structures.

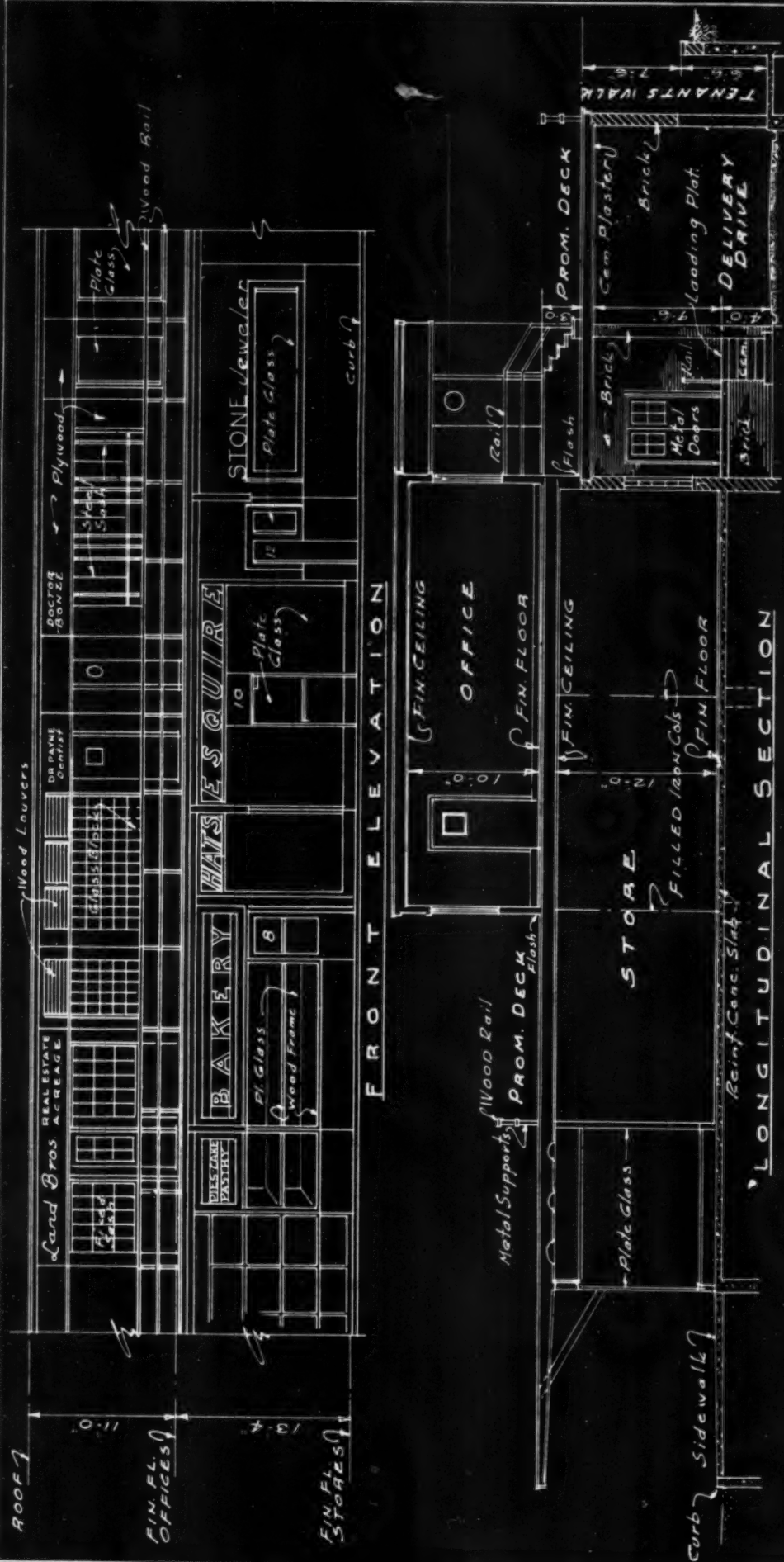
This month *American Builder* presents a complete shopping center planned by Architects Henry Otis Chapman and Randolph Evans of New York City. It is shown in blueprint form as one of the current series

on planning. Above is a perspective sketch with close-up of part of front elevation; below, the plot plan is shown. On the following two pages, drawings provide details of plans, elevations and section. Unlike most similar projects this one calls for a group of offices on a second floor reached by outside stairs; direct access to this space is from a railed promenade deck. This deck is extended as the roof of the balance of the structure and also as an overhang to protect the entrances to the first floor stores.

Details on following two pages →







## LONGITUDINAL SECTION

NOTE

BASEMENTS MAY BE ADDED FOR ADDITIONAL STORAGE AREA. ADDITION OF A STAIRWAY FROM STORE TO PROMENADE LEVEL OFFICES FOR EXPANSION OF STORE OR REQUIRED OFFICE SPACE. IN PLAN STORES CAN BE EXPANDED OR COMBINED IN 20'0" UNITS.

AMERICAN BUILDER  
POST-WAR BLUEPRINT SERIES  
PREPARED BY  
HENRY OTIS CHAPMAN - RANDOLPH EVANS  
ARCHITECTS - NEW YORK, N.Y.

# REAR EVALUATION



W O T E

ELECTRIC OUTLETS TO BE LOCATED  
TO SUIT MERCHANDISING REQUIREMENTS,  
LOCAL PRACTICE AND RECOMMENDATIONS OF  
ELECTRIC WIRING BUREAUS.

2108

PROMENADE DECK

Line of Roof Above

7531

OFFICE

FF1C5

321330

FROM THE DEPARTMENT OF

Boil

PLAN OF OFFICES  
(PROMENADE LEVEL)

AMERICAN BUILDER  
POST-WAR BLUEPRINT SERIES  
PREPARED BY  
HENRY OTIS GUPTMAN - RANDOLPH EVANS  
ARCHITECTS - NEW YORK, N.Y.

PLAN OF STORES  
(STREET LEVEL)

Retaining Wall

TENANTS' WALK

TENANTS' ENTRANCE

Block 2

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2070



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# Australia Has Housing Program Now Under Way

**Started last year, home building plans call for 70 per cent of pre-war volume by end of the war. Expect to build 50,000 homes in the first peace year; 60 per cent to be government-sponsored and balance through private building.**

HERE is an Australian family pictured shortly after moving into one of the Granville government houses. BELOW: Construction view of street of houses in a second project of masonry being built at Westmead.



**A**USTRALIA'S industrial development was just unfolding when war began. It was marked by a drift of population towards cities and pre-war survey found Australia urgently in need of fifty thousand houses. Few of these were being built when private building suffered its first setback in early 1940 with the enlistment of thousands of skilled men into Australia's overseas Army. Japan's entry into the war brought it to a complete standstill.

Accommodation for the war worker was increasingly aggravated until in June, 1944, a Commonwealth-wide survey revealed, in a community of 7,303,000, a shortage

of 175,000 homes. Of 1,800,000 dwellings in use, 230,000 were found to be sub-standard. More than eighty thousand of these were condemned to demolition as soon as new shelter could be found for their tenants; many of whom were hard working, good type families forced into squalor by their very usefulness in an all-out war.

With their eyes well ahead, Australia's post-war planners had foreseen a position already grave, further complicated by the return to civil life of hundreds of thousands of servicemen. When war-time housing reached a stage which demanded action "National Housing" was already heading the list of post-war jobs.





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**STREET** of substantial war housing completed at Granville, a Sydney suburb, sponsored by the Commonwealth Government.

Commonwealth and State authorities had prepared a scheme under which fifty thousand homes will be built in the first year of peace—thirty thousand Government sponsored, twenty thousand through private building organizations and societies. But five years of war with their arrears of maintenance and consequent increasingly rapid deterioration had brought the housing problem to a stage where not all of the Government's plans could be delayed until the post-war period. Service chiefs and representatives of all phases of war-time production conferred, decided that after years of war, some civil privations, if continued unalleviated too long, might sufficiently affect morale as to cause a decline in war output generally.

And so Australia's war-time housing plan came into being. On October 31 of last year, 1,285 homes were under construction in a program which provided for the building of 4,465 houses by the year's end. Building will be increased until, *it is anticipated, by war's end about seventy per cent of the pre-war building rate will have been regained.*

Each State is undertaking its program as part of a Commonwealth co-ordinated plan and among first of the new Government homes to be built were those at Granville and Westmead, outer suburbs of Sydney, New South Wales.

Government sponsored homes in New South Wales are limited to a cost of about \$4,000. Maximum rental varied by type and cost is \$4.90 per week. A rebate plan limits rental paid to one-fifth of the family income. Rebate is based on the difference between one-fifth of the basic

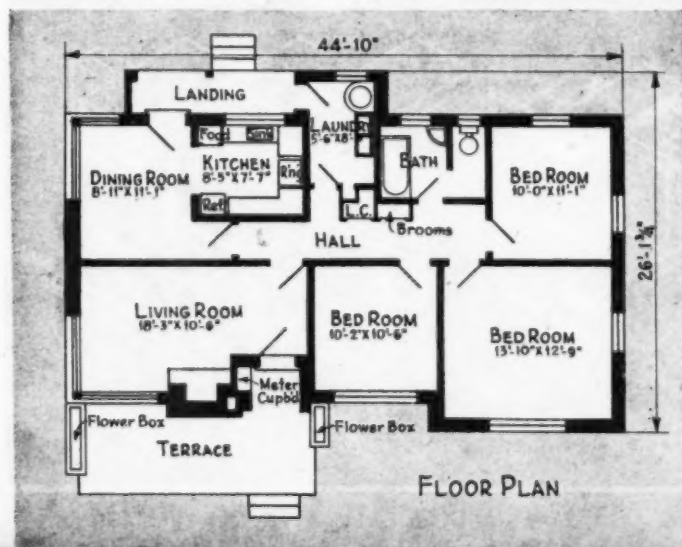
wage and the economic rental. Where family income falls below the basic wage, the rebate increases by a quarter of the deficiency. If the family income exceeds the basic wage, rebate is reduced by a third of the amount in excess of the basic wage. Family income comprises the whole of the husband's earnings together with two-thirds of those of the wife, and one-third of each child earning more than ten shillings (\$1.60) a week, with a maximum of \$4.90. A system of review is proposed to prevent abuses of the rebate scheme.

With the first of its new homes completed, 152 at Granville and 74 at Westmead, New South Wales Government authorities administering the scheme had to select tenants from four thousand applicants. Not less than half of the new homes are reserved for servicemen or ex-servicemen, war widows or their dependents. Investigators examined applicants, selected one thousand whose need placed their priority at the highest.

All names went into the ballot box and a draw was made. Then 226 successful "competitors" moved into these first new homes as fast as Sydney's petrol-rationed, transport-restricted movers could do the job.

89

**CLOSE-UP** of construction at Westmead; on this job one foreman started with a carpenter and two laboring men, due to the manpower shortage. He had 180 on the job when this picture was taken.  
**BELOW:** Typical floor plan of 3-bedroom house, opposite page.





# AMERICAN BUILDER TECHNICAL SECTION

**NATIONAL HOMES FOUNDATION** shows how to continue home building with proven products and a minimum of critical materials.

## Plank and Beam Method Saves Lumber and Labor

**T**HE dry-built, plank-and-beam system is a simpler and more economical method of housebuilding that has been developed by the National Lumber Manufacturers Association in co-operation with the National Retail Lumber Dealers Association in the interest of small homes.

This system is an adaptation of the principles long-used in heavy-timber construction to the standard methods of platform framing. Along with savings in both material and labor, it produces a better finished, more comfortable house.

Wood beams 6' to 7' apart are used in place of a greater number of joists and rafters spaced every 12" to 24"; and 2" planks do double duty as sub-flooring, roof decking, and finished ceilings.

Elimination of joists and rafters as well as independent finish-ceilings provides, on an average, nine more inches of head-room or approximately 10 per cent more free cubic content. Or, for a given ceiling height, an equivalent saving is made in exterior walls.

The finished plank-and-beam ceiling and the dry-

built paneled walls provide a popular interior finish.

Careful cost studies on actual jobs show that plank floors require 26 per cent less labor than joisted floors, use 15 per cent less lumber, and cost 23 per cent less per square foot of floor area.

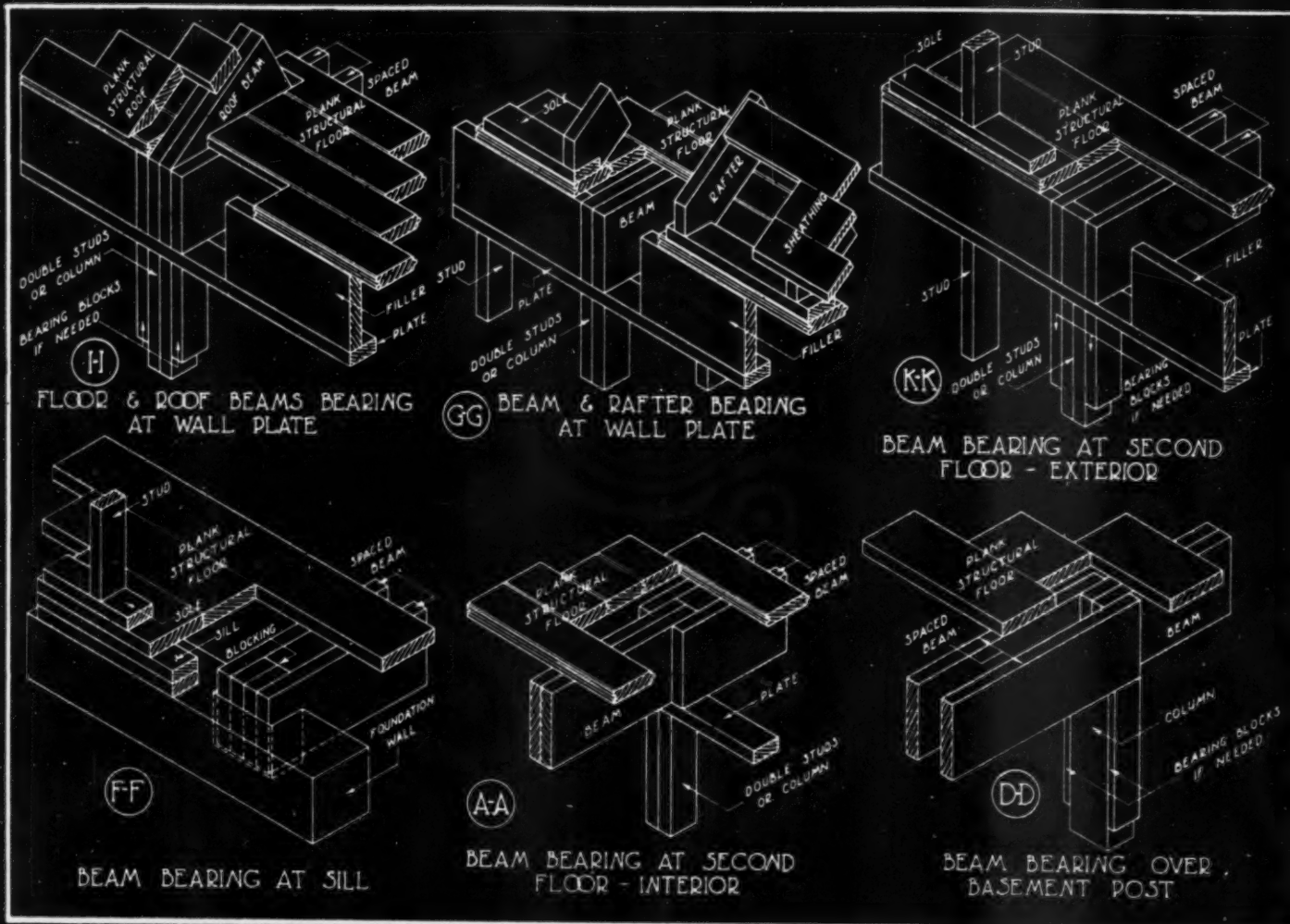
All materials required in this system are standard, readily available everywhere. They can be handled and installed by one journeyman and a helper, without heavy lifting or special equipment.

Stock lengths are used with minimum waste. Lower grades of lumber can be used. There are fewer pieces to handle; to measure, saw, align, and nail. There are fewer points for nailing sub-flooring to beams; and a better nailing surface is provided for finished flooring.

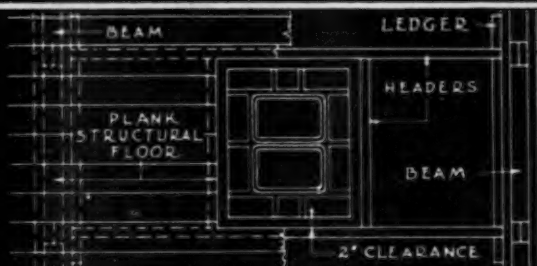
All bridging is eliminated. Shorter wall studs are needed, and fewer headers and cripples over windows and doors.

Plank-and-beam floors and roofs are not necessarily limited to small houses or houses with dry-built walls. They can be used in any building, with masonry as well as frame walls.

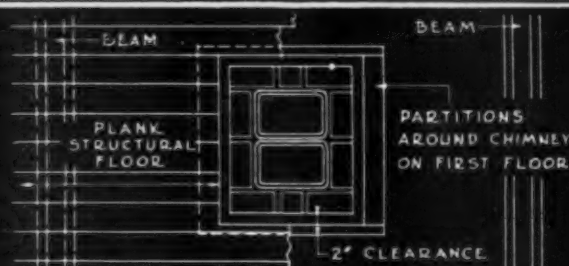
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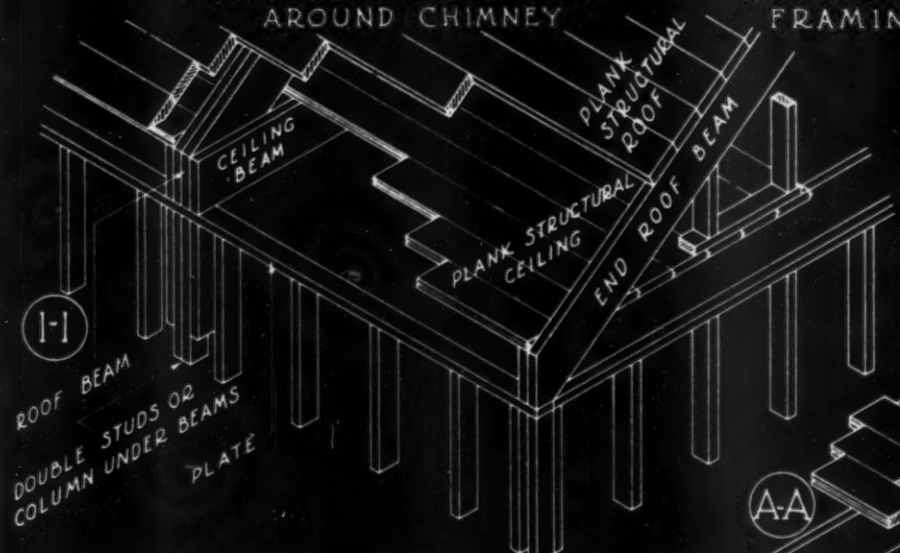




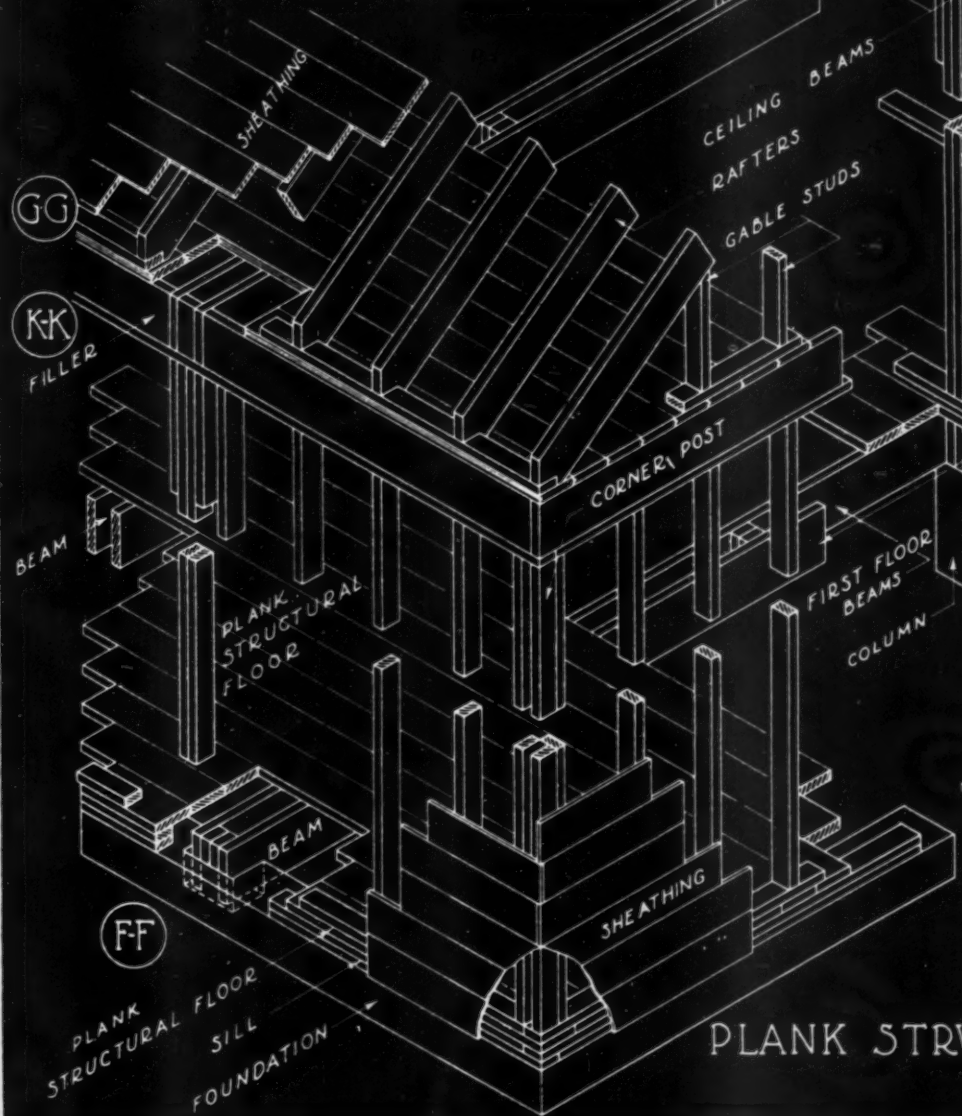
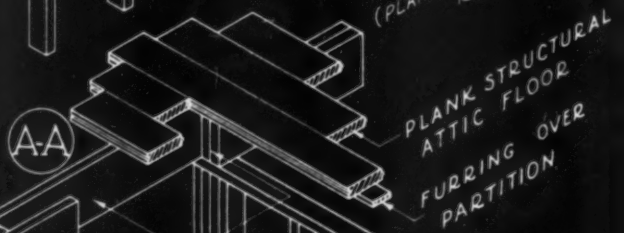
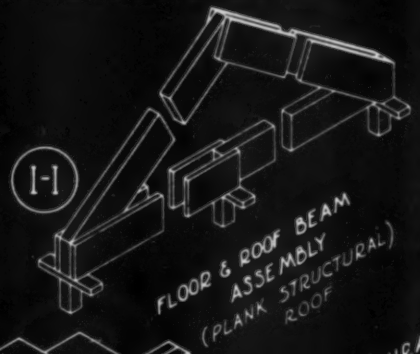
FIRST FLOOR FRAMING AROUND CHIMNEY



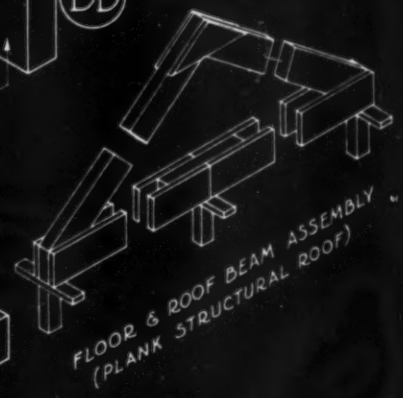
SECOND FLOOR OR CEILING FRAMING AROUND CHIMNEY



PLANK STRUCTURAL ROOF



PLANK STRUCTURAL FLOORS



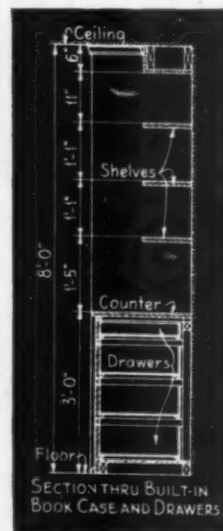




ABOVE: Sliding doors conceal easily-reached storage space, specially planned, and built-in dressing table.

## More Improved Storage Space Will Be Built In

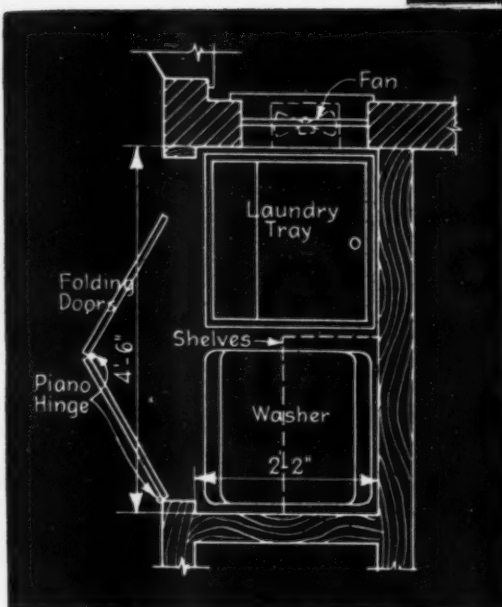
**H**IGH on the list of built-in features for post-war homes will be adequate storage space for all purposes. Wardrobes, chests, utility features, shelf area for all the household items usually stacked on open shelves or crowded into inconvenient closets are scheduled to be handily placed behind swinging or sliding doors. It will not be necessary to put up with "Fibber McGee's hall closet." Some of the answers to these storage problems are shown here.



### Wardrobes With Shelves and Drawers

THE unit at the left indicates how a simple, modern treatment in a modern bedroom will provide accessible storage for all clothing items and give a decorative spot for books, bric-a-brac, radio, etc. The flush doors keep the unit from looking fussy.





WASHER and laundry tray fit into less than 10 square feet of floor area as shown in the above plan.



### Laundry Unit Concealed in Closet Off Kitchen

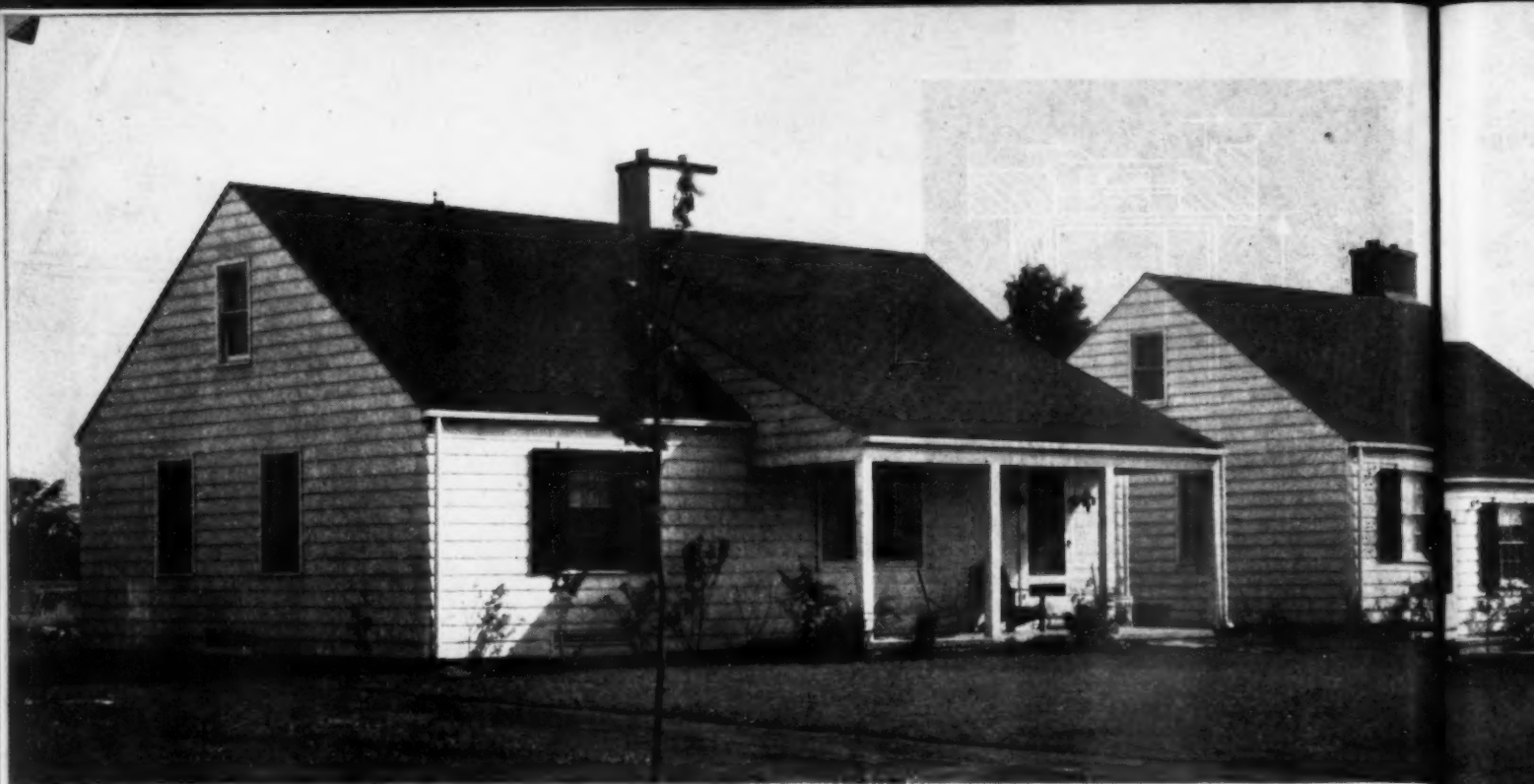
ABOVE: Automatic washing machine, laundry tray and storage shelves are compactly arranged in a space  $4\frac{1}{2}$  feet wide and about 2 feet deep, off the kitchen. A window gives daylighting and a ventilating fan carries off steam and odors. When folding doors are closed the unit is concealed.

### Well-Ventilated, Well-Lighted Clothes Closet for Modern Home

RIGHT: No problem here of hunting through a dingy closet; outside wall of glass block floods the space with daylight. Louvred doors provide ventilation.







## Spacious War Homes Possess Post-war plans

**P**LANNERS of post-war homes would do well not only to study the architectural planning shown on the five pages here devoted to the subdivision and home planning of Grandyle Village but also to make a trip to Grand Island and personally view the realization of one man's dream come true in this beauty spot of the Niagara Frontier.

Walter F. Mullen, president of Grand Isle Homes Corp., is the man who has seen his dream for this area as an ideal home community come true.

Opposed first in 1940 by the then F.H.A. administrator, Stewart McDonald's firm stand that the F.H.A. did not believe the island development deserved F.H.A. mortgage insurance for homes of the quality which Mullen proposed to build. The commitment which was renounced at that time by F.H.A. called for the building of homes to be sold for \$6,000, including land. In refusing the commitment F.H.A. did indicate that it might approve a new project which called for homes to be built to sell for about \$2500 per unit.

Mullen refused this proposal and went to the mat with F.H.A., armed as he was with a protest from Robert Moses, New York state parks commissioner, opposing the building of an "embryo slum development on Grand Island," adjacent to the new state park at Beaver Island, close by the proposed new project.

After long negotiations with F.H.A., in which the insuring agency sent Cornelius Beard, then assistant director of the real estate section, to Buffalo to study the project most thoroughly, approval was finally given to build homes of the type which Mullen originally proposed.

After the first project was completed, the war came on. The next project undertaken was under the early defense housing priorities, issued before restrictions became so tight that it was impossible to build homes of reasonably good quality. This project was under-

taken by G. Lawrence Mitchell, one of the outstanding builders of fine quality, attractively designed individual homes in the Niagara Frontier area.

The homes built in this second project are shown in this issue of *American Builder* as one of the finest subdivisions of individual homes offered the public under Title VI—private war housing. The planning was done for Builder Mitchell by Designer Clifford J. Foyster.

The next page over shows a reproduction of the sales literature which was used in the promotion of this project. Five alternate designs illustrate the different basic types of homes which were used to lend a feeling of individuality to the community. By alternating setbacks and using a pleasing variety of exterior decorations, it was possible to make each owner feel that his home was the only one of its type in the subdivision.

When a prospect showed special interest in one of the basic plans, he was given a sheet which showed only that design and floor plan. On the other side of the same sheet, in addition to the cost to purchase (\$37.50 per month, after 10 per cent down payment) the 22 following points, selling the house and location were given, under the heading, WHAT YOU WANT TO KNOW ABOUT THESE BEAUTIFUL HOMES IN GRANDYLE VILLAGE:

1, A BIG spacious, easy-to-live in home. Note on floor plan shown on other side, that the average over-all dimensions are 38' x 28' almost twice as large as the average defense home. Stairway to second floor, where there is ample room for additional bedrooms.

2, BEAUTIFULLY designed in the best American tradition. Fine attention to construction details. G. Lawrence Mitchell, Builder, widely known for the designing of beautiful homes.

3, LARGE LOTS averaging 55 feet frontage.

4, GRANDYLE Village, the heart of Niagara

(Continued on page 96)

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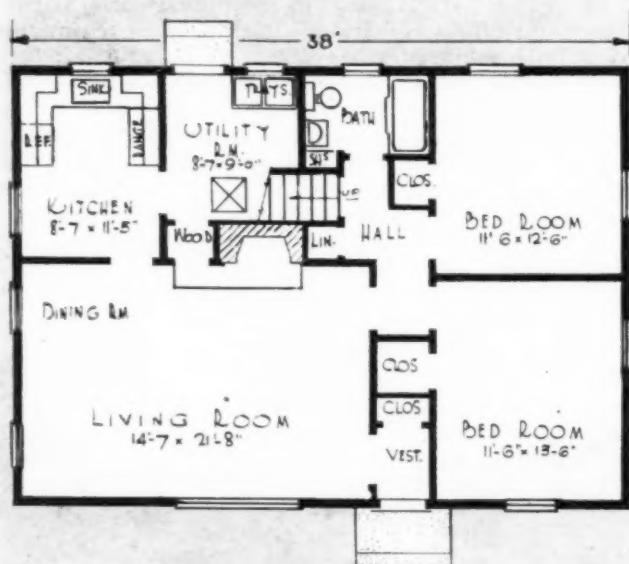
**American Builder** shows here—for the first time—**Grandyle Homes**—one of the most advanced-planned projects of homes for war workers. Study the fine, forward-looking planning, designed by Clifford J. Foyster and built by G. Lawrence Mitchell, for ideas to be built into post-war homes now in the planning.

## Planning

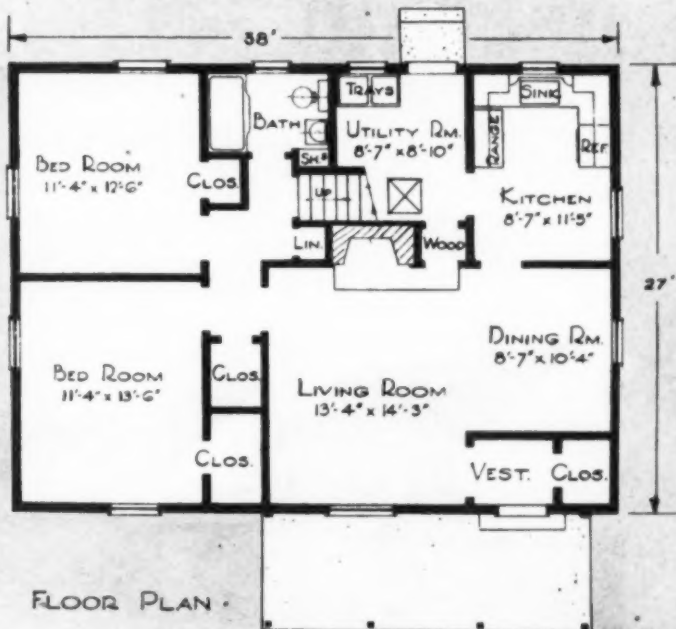
PERFECT balance is shown in the kitchens of both the basic plans shown below. Sink is centered between range and refrigerator. Sink, laundry trays and bathroom plumbing are lined up for economy on one wall. Note the commodious closets and how correctly they are located for their best use.



LOOKING into the living-dining room of one of these spacious homes.



FLOOR PLAN



FLOOR PLAN



## Grandyle Village . . . Where Homes Are More Beautiful, Far Larger Than Average



Design No. A-1

Design No. A-2

Design No. A-3

Design No. A-4

Design No. A-5

### GRANDYLE VILLAGE - SECTION



Express Bus Service to other Buffalo  
or Niagara Falls, Quebec, commencing  
at 10:00 a.m. (Buff. 10 to 15 min.;  
Niagara Falls, 10 to 15 min.;  
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**The Niagara Frontier's  
Most Centrally Located  
Residential Community  
On Direct Bus Line**

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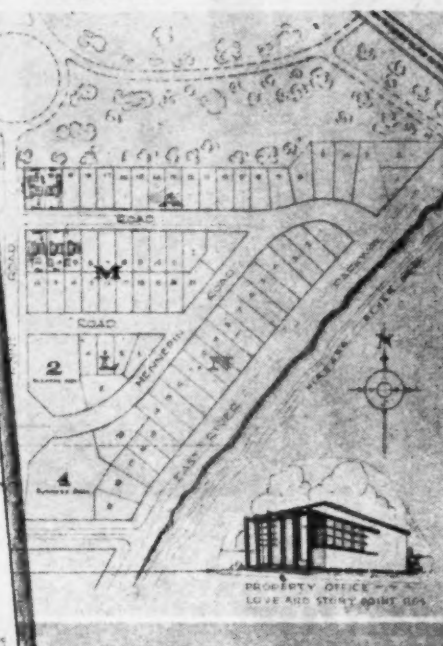
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### GRANDYLE VILLAGE

On Grand Island Adjacent South Bridge Plank



**SMART** piece of sales literature, used to sell homes shown on preceding two pages and at bottom of this page, features air-view map of Grand Island, circled by Niagara River, with populated sections of Buffalo, Niagara Falls and the Tonawandas as shaded areas, with arterial highways leading over bridges and to the property, but not through it. Land planning is shown in large scale on inside of folder below the five basic houses then about to be built. See story for further details.

(Continued from page 94)

Frontier's defense and industrial area—an advantageous location to most people.

5, **FAR LOWER** taxes than anywhere else in the Niagara Frontier area.

6, **MODERN**, fast, economical bus transportation—21 round trips daily.

7, **FREEDOM** from smoke, dirt and heavy industry.

8, **HIGH LAND**, free from floods; N. Y. State approved water and sanitary sewer system.

9, **COMPLETELY** restricted against adverse influences and carefully controlled.

10, **FIRE HYDRANT** protection, resulting in low insurance.

11, **FIVE MINUTES** to swimming and bathing beach and other recreational facilities. Seven minutes to 18 hole public golf course.

12, **THIS HOME** has entry through vestibule with coat closet, into large living room—dining room. Wood-burning fireplace with woodbox in living room.

13, **THERE ARE** two large cross-ventilated bedrooms with spacious closets on the ground floor, with stairway and space upstairs for additional rooms.

14, **KITCHEN WELL** planned and equipped with





## Here Are the Post-war Plans--Just Chosen for Grandyle's Next Advance

**SUPERIOR** post-war homes, planned for the next step in the development of Grandyle, appear on the right side of this page, and the next following. Note particularly the smartly concealed kitchens, all with dining space. Walter G. Lanphear, designer of thousands of homes, is the architect for these three plans.

General Electric kitchen cabinets; linoleum counter and floor.

15, **BATHROOM** completely equipped with Briggs or Crane fixtures, linoleum floor and linowall.

16, **LAUNDRY TUBS** in full sized utility room.

17, **WALLS** and ceilings insulated.

18, **BEST MATERIALS** throughout, including  $\frac{7}{8}$ " streamlined hardwood flooring.

19, **AUTOMATIC HEAT**, thermostatically controlled with modified air conditioning and automatic hot water.

20, **COMPLETE 5 STAR** electrical equipment with maximum number of outlets.

21, **ATTRACTIVE** wood exteriors, either siding or shingles, with shutters. Heavy (240 lb.) asphalt roofing or 5 X vertical grain red cedar shingles.

22, **VERY LARGE** garage (14' x 20') with overhead door.

With a sales presentation of the advantages of the location competing in efficiency and attractiveness with the planning of both the subdivision and the homes to be built, is it any wonder that the project was a huge success from the viewpoint of sales?

Mullen reports that all houses were not only sold out before completion but that the sales campaign was so successful that more buyers were created than houses could be built to satisfy them when priorities were shut off for the district.

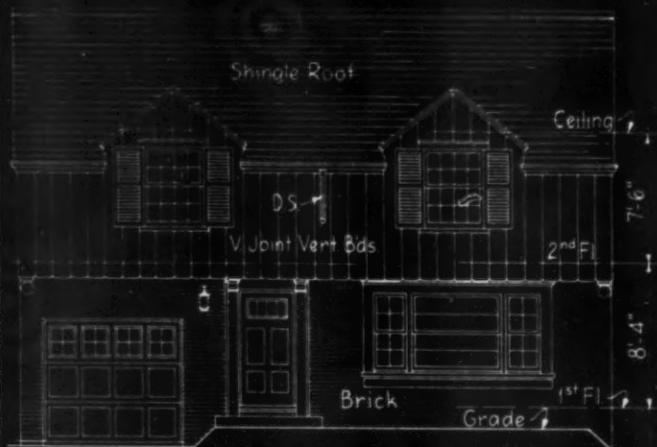
In fact, Mullen said, the disappointed people who had to be refused homes in this development did not give up but sought out the owners and made them offers on their new homes if they would sell out before taking possession. Several resales have been made, according to reports, to those who persisted in their efforts to secure one of these new homes from the original buyers.

### Planning of New Homes Most Advanced

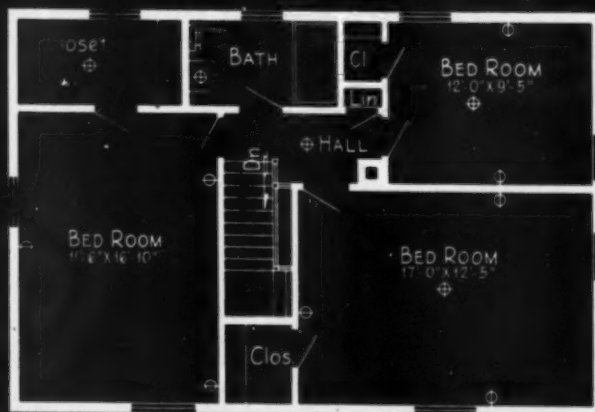
In the plans of the new homes for early post-war, designed by Architect Walter G. Lanphear, who has been planning homes for several of the Niagara Frontier's leading builders for many years, the architect reaches a new level of accomplishment. Three of these homes are shown in front elevation and floor plans on this and the following page.

The lines are simple. Irregular cutting is largely eliminated. A minimum of dormers is used. Roof lines are held down to simplicity. For the area of the house much more livability is built into it than was offered in pre-war homes of similar size. In the two plans on the next page careful study was exerted to secure the correct placing of closets between bedrooms as sound insulators. This is an innovation in moderate cost homes formerly confined to homes in a more luxurious class.

Lanphear's excellent planning is one of the reasons that *American Builder* chose to show this district's planning as an example of what builders will build in finer small homes for post-war America.



FRONT ELEVATION



SECOND FLOOR PLAN

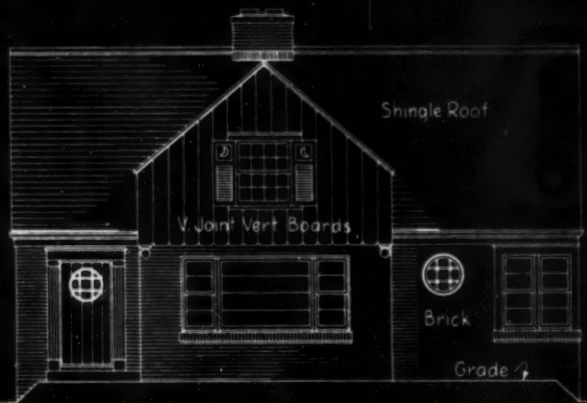


FIRST FLOOR PLAN



BASEMENT PLAN

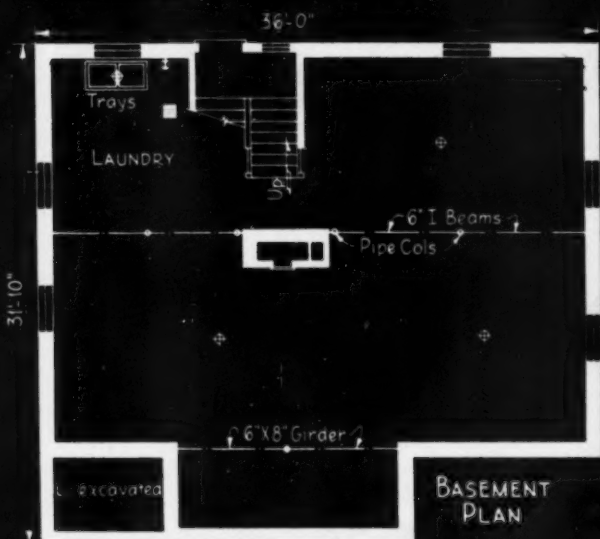




FRONT ELEVATION



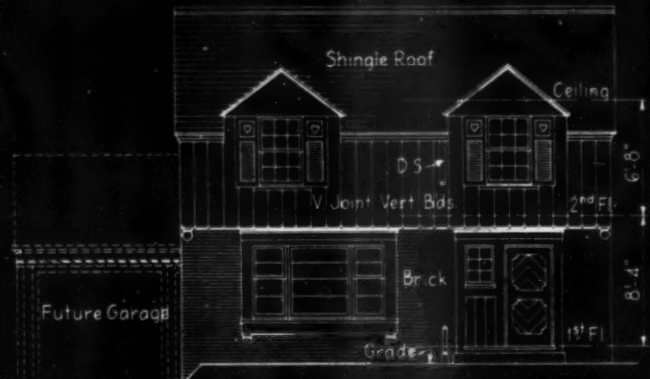
FIRST FLOOR PLAN



BASEMENT PLAN

**UNUSUAL STUDY** was given by Architect Walter G. Lanphear to the planning of these houses to be built in Grandyle's post-war building program. The plan above is to have only the first floor developed immediately.

LAVATORY in the plan on right is convenient for children playing in yard, without tracking through house, yet close by for those working or eating in kitchen. Closets, located between bedrooms, act as sound insulators.



FRONT ELEVATION



SECOND FLOOR PLAN



FIRST FLOOR PLAN

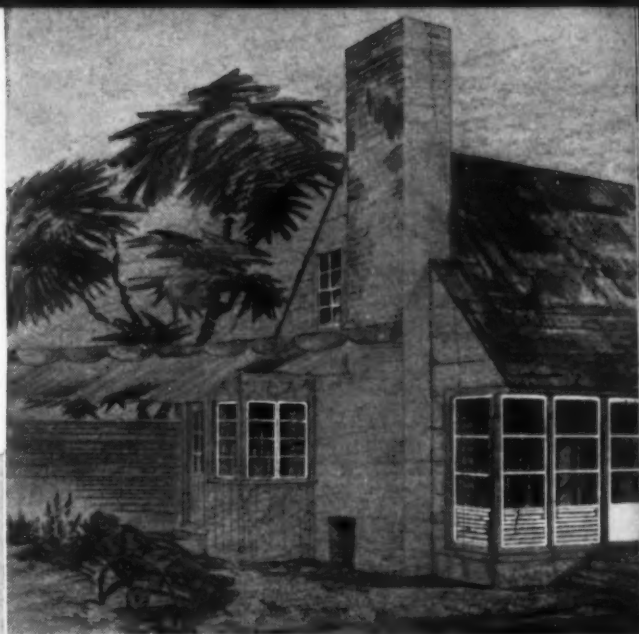


BASEMENT PLAN



# Johnson of Niagara Falls—Always Ready

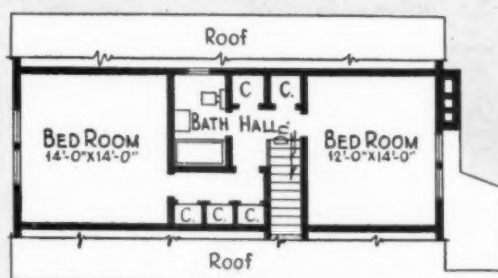
OUTDOOR fireplace built in massive chimney of the post-war plan shown below, with which Builder Walter S. Johnson was prepared to greet V-E day. Two other Johnson plans are shown on pages 102 and 103. All plans were designed by Architect John N. Highland, Jr.



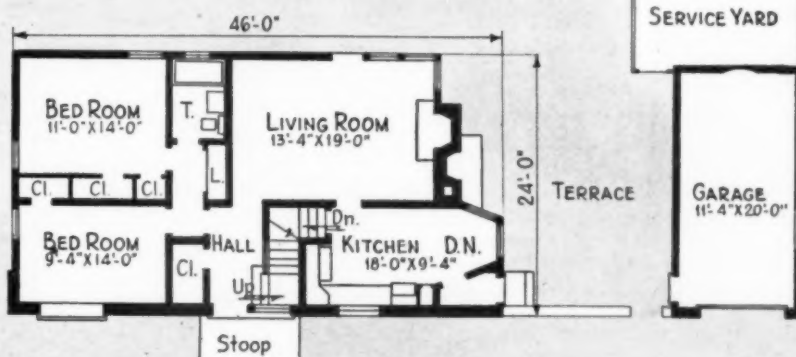
**J**OHNSON was ready when the war came. He had the first privately built projects of individual homes for workers in the Bell Aircraft Corporation under construction before the company was ready to turn out its Airacobra fighters.

Now with the arrival of Victory in Europe, he is again found prepared for the peace-time building boom that must provide employment and new homes for millions.

Johnson's new planning for post-war shows a definitely new trend in home planning progress. While the broad lines to which the human eye is accustomed in traditional architecture are maintained, the surplus ornamentations of yesterday's planning is eliminated. Straight lines are closely adhered to. They contribute economies in construction which are translated into increased room sizes, more and larger closets and, as in this plan, two baths where formerly one was made to do the job of two.

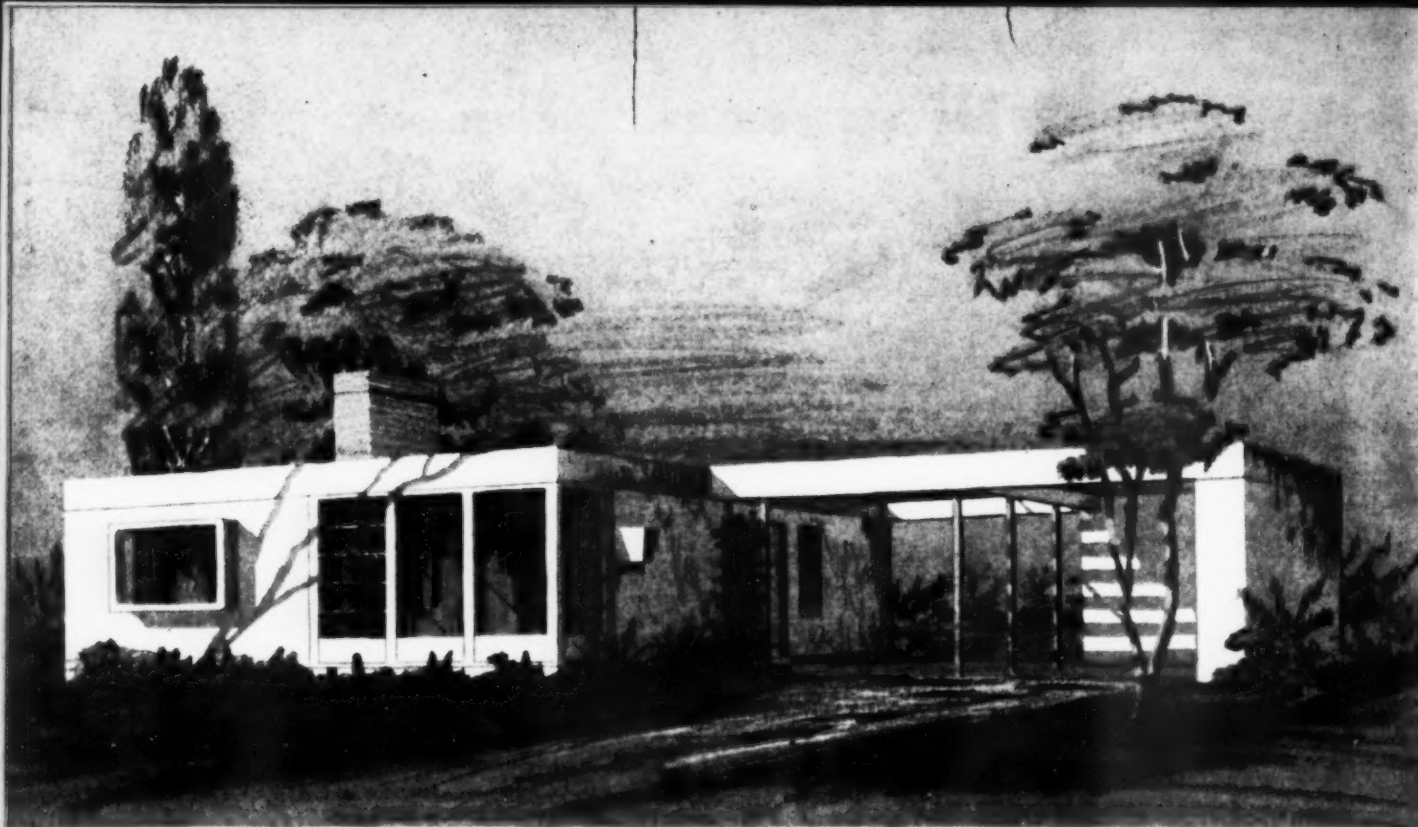


SECOND FLOOR PLAN



FIRST FLOOR PLAN

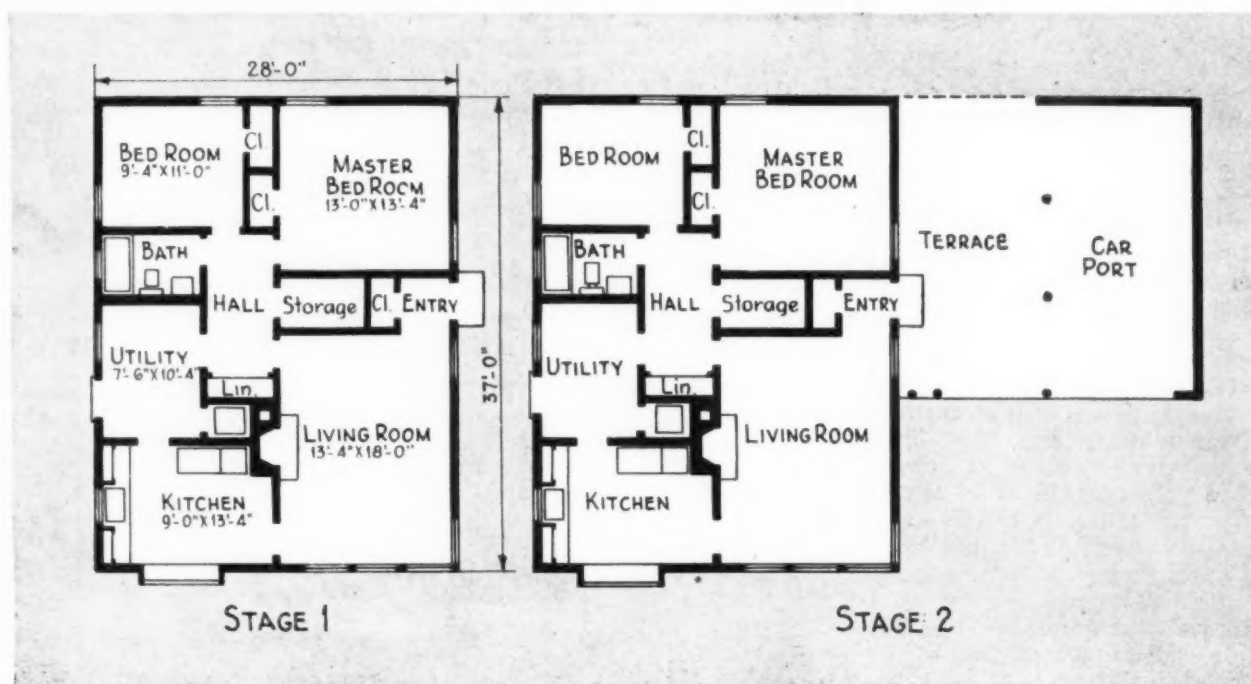




JOHN N. HIGHLAND, SR., architect and designer, left, and his son, John N. Highland, Jr., designer and planner, of Buffalo, N.Y., who is the author of this plan and the story describing it.

## ***A Method for Serving The Low Cost Market***

**After much research, the Highlands recommend that builders adopt the basementless, flat roofed house as the only logical answer to serve the demand for homes for families of low incomes.**





**S**INCE the inception of war housing several of our clients and our office have engaged in minute fabrication studies in a sincere effort to offer more house per dollar. We have concluded that space itself is relatively cheap, that mechanical, millwork, and decoration costs are quite constant. By increasing the floor area of one plan by twenty-five per cent, our costs showed an increase of about five per cent. Conversely, after a plan has been carefully balanced for adequate room sizes, yet designed with rigid discipline for modular use of materials and utmost simplicity of fabrication, all attempts to reduce size presents diminishing returns.

The use of generous glass areas and larger rooms can in no way be classified as luxury. While we were engaged in the homes conversion program for the H.O.L.C. we found that generous windows and reasonable room sizes were the two outstanding characteristics that distinguished stable property from the slums or potential slums. We must keep in mind, particularly if longer term financing is to be considered, that initial cost is but one factor, and that property stability and maintenance must be given full consideration.

You undoubtedly have come to the same conclusion—that these people who can least afford it exercise the strongest prejudice. They also have less opportunity for outside activities and have the largest families. Their requirements for space, however, do not diminish with their lack of ability to pay for it. Therefore the plan with the flat roof must be recommended as the most house for the money.

Though we can agree on the low cost of this type of planning, we must weigh our decisions in the light of merchandising difficulties. With today's costs, however, these prejudices are not beyond challenge if economic advantages are sufficient.

In the medium or better price brackets of home purchaser, a full choice of both design and plan is possible without compromise to either, and in this field we feel no need to promote contemporary design.

As we see this problem, however, those people whose circumstances do not permit satisfaction of all desires, have three alternatives:

#### 1. ACCEPTANCE OF SIMPLIFIED STYLE,

(Continued to page 132)

## Unusual Planning from The Niagara Frontier

By John E. McNamara

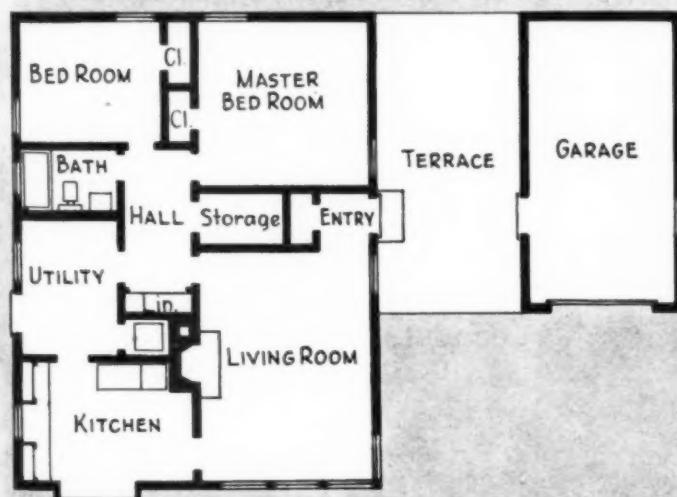
Associate Editor

The house architecture of the Niagara Frontier, the area which includes Buffalo, Niagara Falls, Tonawanda and North Tonawanda and surrounding suburbs, has been the birthplace of many advances in home planning in the past several years, as illustrated in the ten pages here devoted to the war and post-war planning of this area.

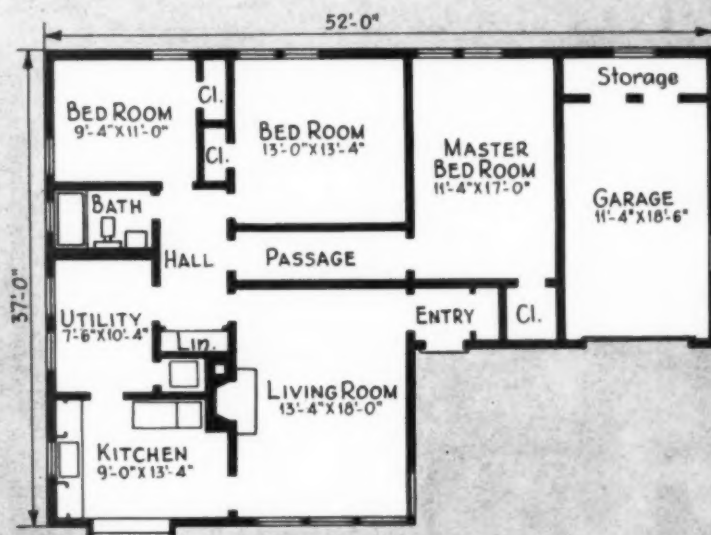
Activities sponsored by prominent architects, under the leadership of G. Morton Wolfe, formerly president of the Western New York Society of Architects and now president of the Western New York Chapter of the A. I. A., the successor organization, have caused the architects and planners of homes to focus their efforts on finer design and particularly the production of more complete working drawings which actually show builders how to carry fine design details over into actual house construction.

Just before the war this exact planning was brought to a high point of perfection through the Certified Homes program, first sponsored by the architects' associations and later converted into a private, syndicated home planning service for builders and lumber dealers in several hundred communities. It has been dormant during the war restrictions on private building.

The individual architects, as typified by the work of the Highlands shown here, have kept the effort alive. Much credit must be given the members of the Niagara Frontier Builders Association because of their demands for better designed and engineered homes. Other advanced planning from this area will appear in subsequent issues of *American Builder*.

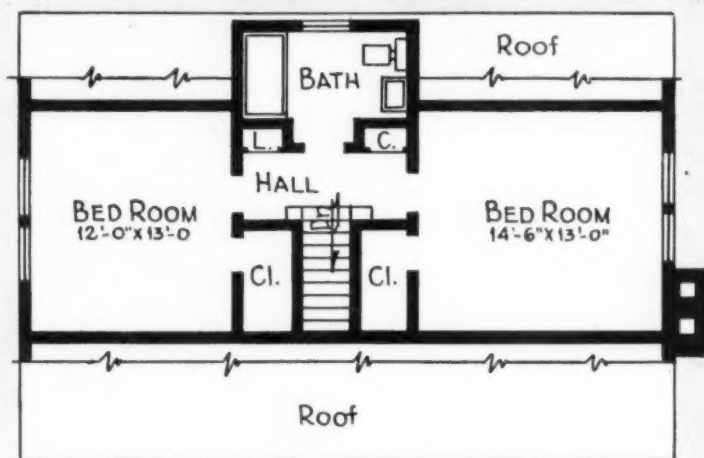
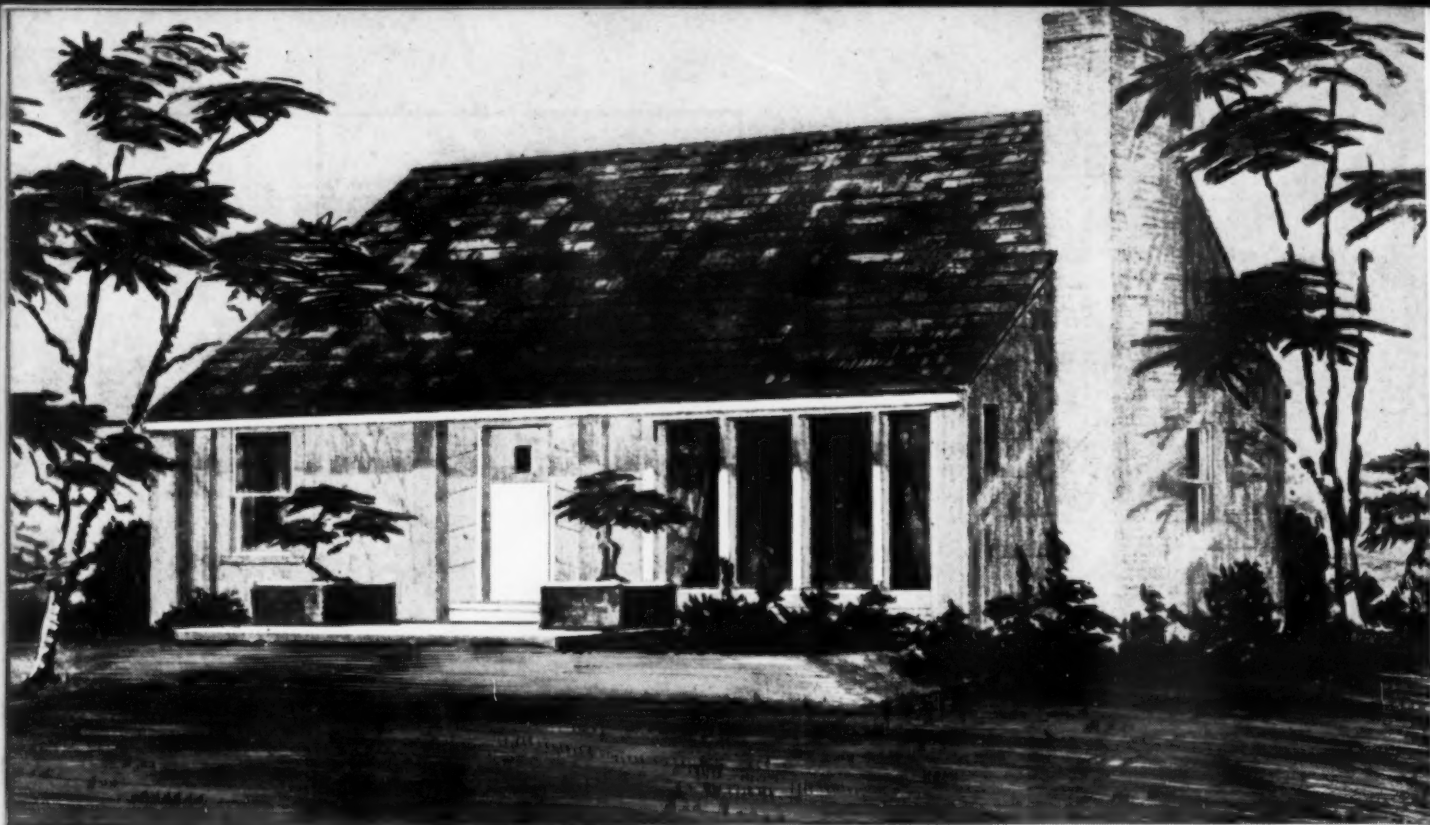


STAGE 3

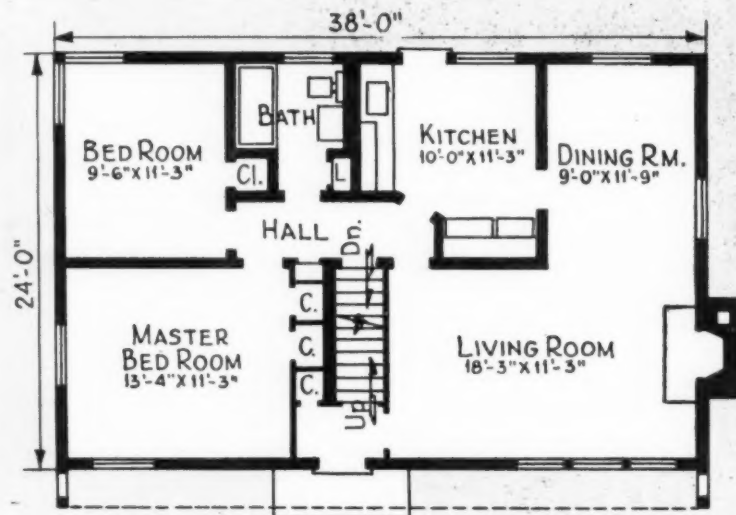


STAGE 4





SECOND FLOOR PLAN



FIRST FLOOR PLAN

## Two More Post-war

**P**EAK efficiency of planning characterizes these post-war homes soon to be put under construction by the Walter S. Johnson Building Company in Niagara Falls, N.Y. This ties in with the company's long practice of fabricating all their houses in sections in the mill to secure the greater precision of mill cutting and fitting.

In the house illustrated on this page every factor of planning was employed which would contribute to fabrication efficiency. Framing was planned for the economical use of standard lengths.

The stairway in the plans shown on both pages is so located as to enclose the vestibule without additional space or cost required. No dormers or breaks in the roof are needed, yet two large bedrooms are provided on the second floor. It is interesting to observe that the closets flanking the stairway are built of non-bearing partitions.

It should be noted that the bath room on the second floor is not necessarily to be installed at the time of the original building but can be added later as the family grows and the need dictates. At that time the one dormer needed can then be cut in.

This section of ten pages devoted to the advanced and forward-looking house design progress is characteristic of what the leading builders of the Niagara Frontier Builders Association have made possible.



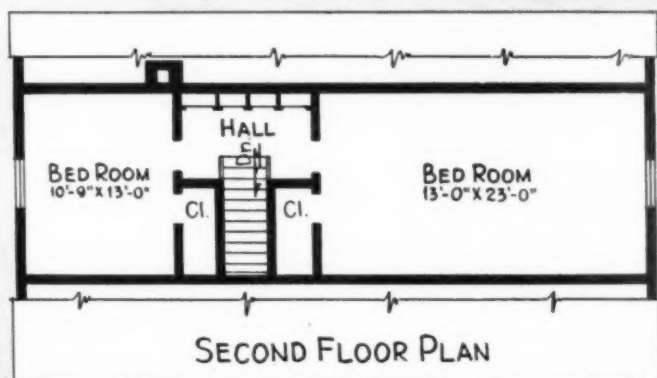


## Homes of Johnson's

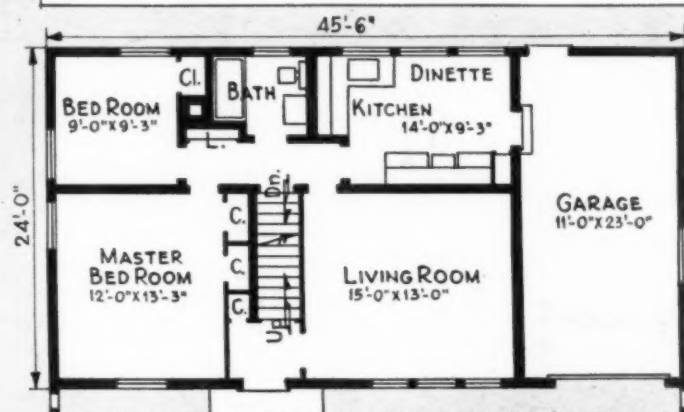
Other attractive, well-balanced streamlined designs, planned for Walter S. Johnson's post-war program by Architects John N. Highland, Jr. and Sr.



FLOOR PLAN



SECOND FLOOR PLAN



FIRST FLOOR PLAN

PLAN ABOVE shows how the same plan will be built with garage attached when house is turned so the narrow side faces street. Large clothes closets are then built into the garage. Here again is a good illustration of the greater living accommodations this style of architecture provides. No dormers, except for extra bath, and yet two bedrooms are provided for on second floor. Second floor is same for house fronting the narrow way except the one bedroom on right of stair is shorter than when garage is attached on the long way of the house.



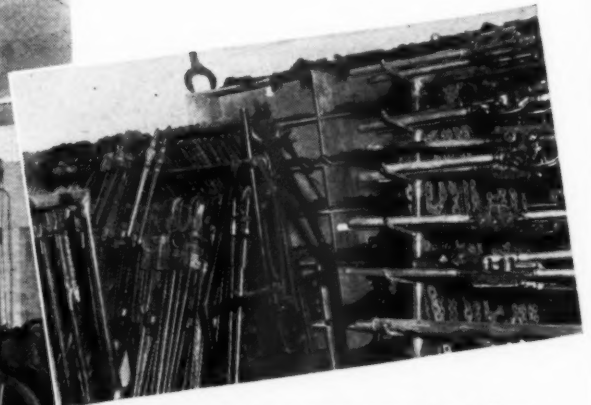
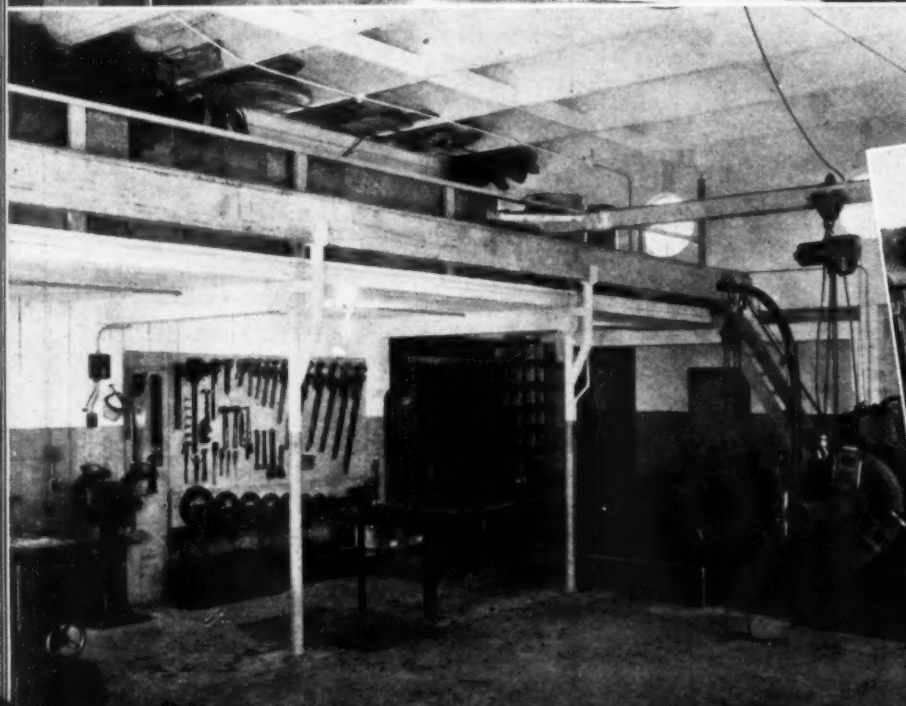
## Ideal Pipe

**B**EGGS is a pioneer name in the steamfitting and piping business of the West. William A. Beggs, the father, and now William E. Beggs, his son, have carried on as pipefitting contractors, first in Denver and later in Seattle, since 1882. The new Beggs shop, completed last winter, reflects both the type of work that Bill Beggs has been doing on large government projects all through the war period and also his confidence in the post-war future for this business.

An active member of the National Association Heating, Piping and Air Conditioning Contractors, he is entering his shop in the Association's competition for the best arranged and most efficient pipe shop of its size (Class A, 5,000 sq. ft. or less of floor space); contest closed May 10, 1945.

Study of the floor plan will show offices and estimating rooms to the front with well-equipped shop at center rear, flanked each side by storeroom and storage bins. The central shop with high ceiling is served by a traveling hoist of 2000 pounds capacity and 22-foot span. It was designed and built right there in the shop; used some unique forms of welded pipe supports for carrier tracks, as shown in the photographs. Power pipe threading machines of large capacity are served by the traveling hoist.

The concrete shop floor is at platform loading height above the truck driveway from the alley. Outside storage and work operations are cared for in this rear area; also garage. The entire establishment is clean, orderly and well arranged with a place for everything and everything in its place.

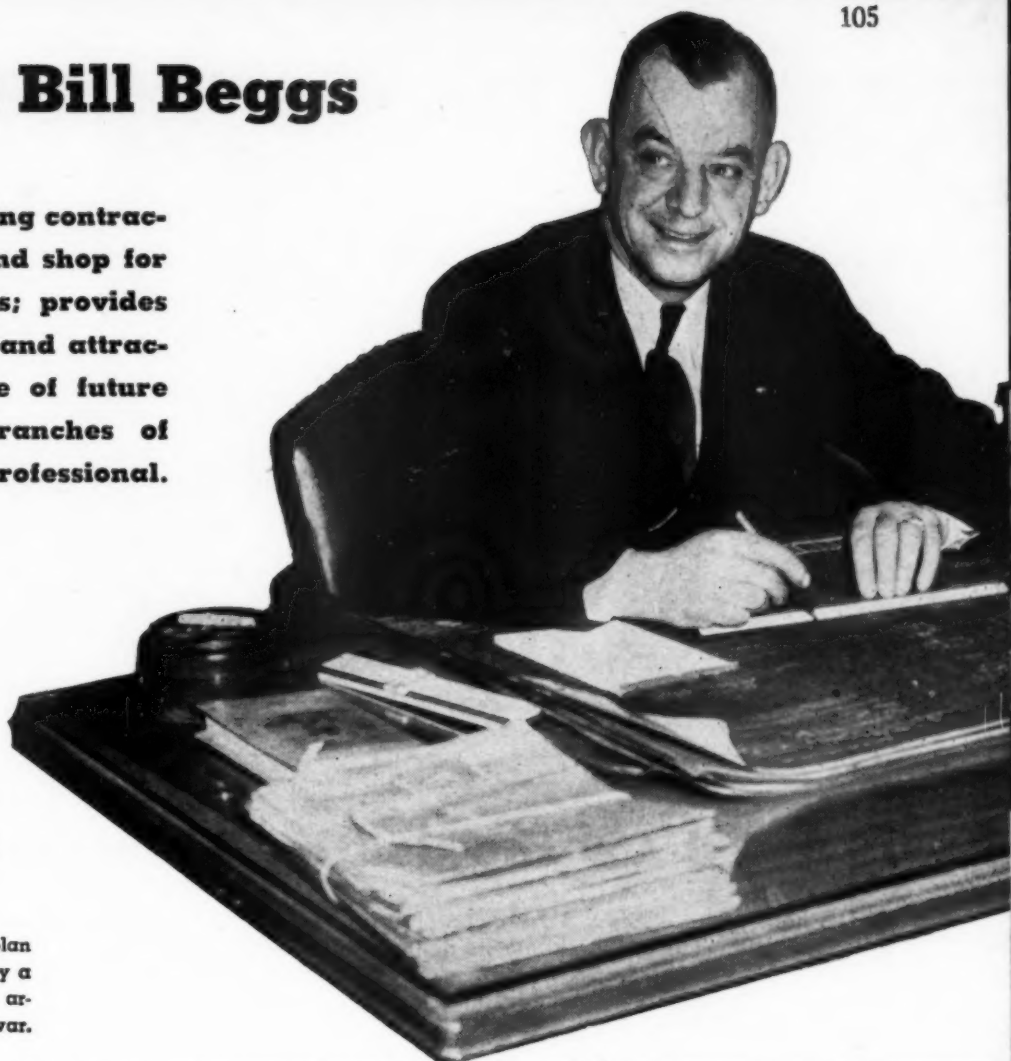


**VIEWS** top and left show streamlined shop exterior, drafting room and central shop with power pipe threading equipment; above, corner of tool and stock room well equipped.



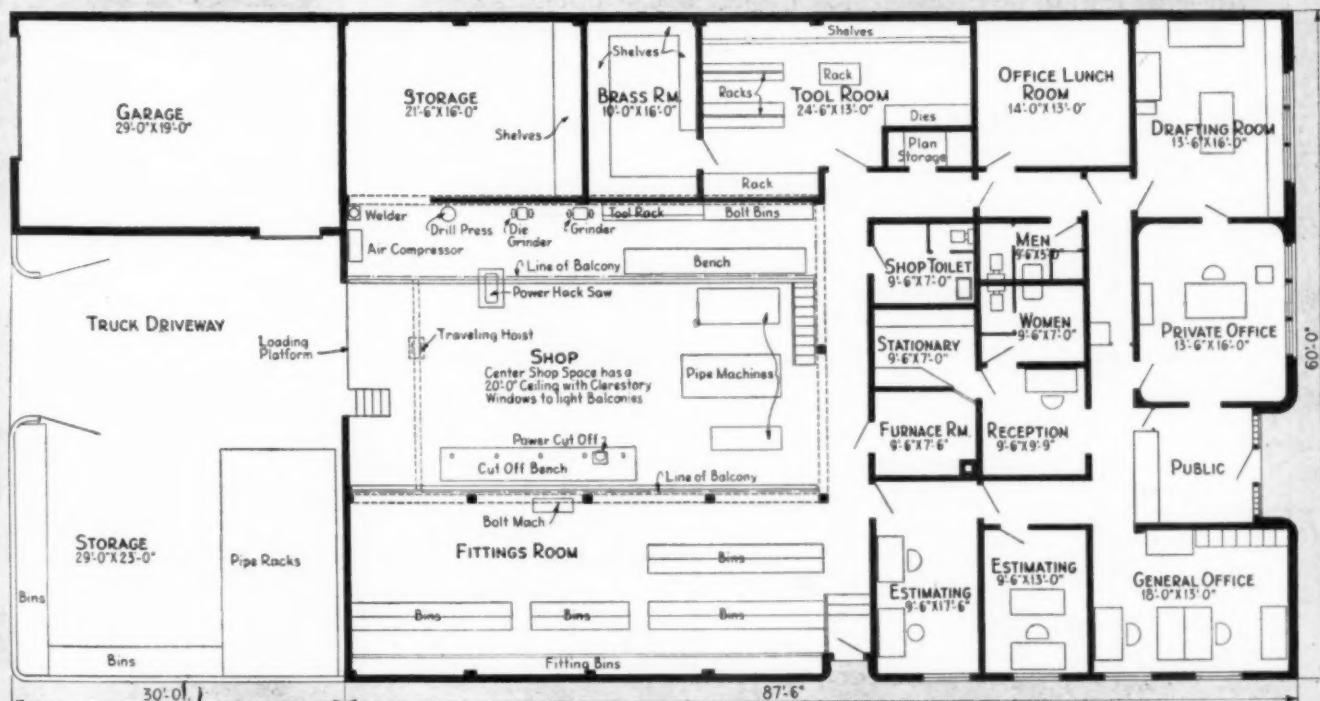
# Shop Serves Bill Beggs

**Prominent West Coast heating contractor builds modern office and shop for expected post-war business; provides model for similar efficient and attractive quarters to take care of future requirements in other branches of building, both trade and professional.**



**WILL THIS SHOP  
WIN THE NATIONAL  
ASSOCIATION PRIZE?**

RIGHT: William E. Beggs at his desk; in plan below, office, work-rooms and shop occupy a building 60' x 87'-6" of modern design arranged for business efficiency in post-war.



FIRST FLOOR PLAN

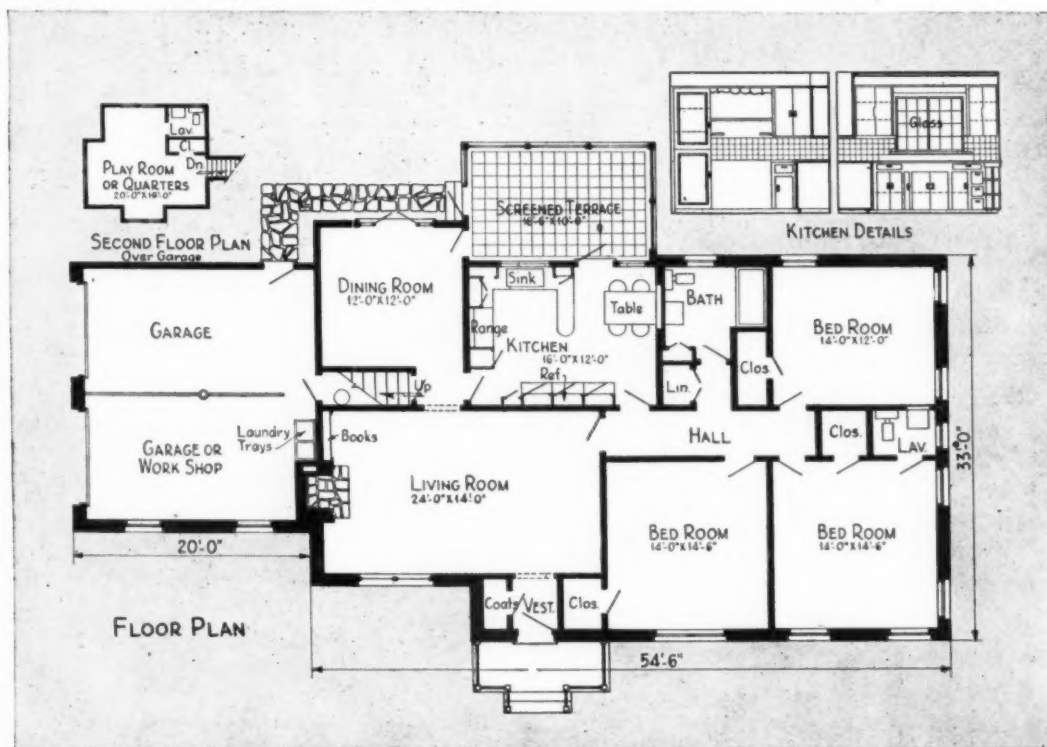




## Planned for the South—Adaptable to All Sections

**T**HIS home, entered in N.A.H.B. competition by Mrs. R. B. Butler, Tulsa, Oklahoma, is definitely planned for the Southwest, but is full of ideas for builders throughout the country. In addition to the six rooms, there is a double garage, half of which can be used as a workshop and laundry. Over this there is a large playroom that will also serve as the studio bedroom, den, etc.; it has its own lavatory and closet and is conveniently reached from dining room, kitchen or

living room. The kitchen is well arranged with adequate corner for dining and is handy to a screened terrace for summer meals where the quiet and beauty of the rear garden area can be enjoyed. One of the two larger bedrooms has its own lavatory, a feature expected to be more widely found in post-war homes. In the North the window areas of this design would probably be increased, particularly in the living room; more daylight is desirable, summer heat less a problem.



IN this plan there is a high degree of livability. While of the popular rambling type of treatment, it is quite simply framed. A partial basement for heating plant would be reached by stairs from the garage.

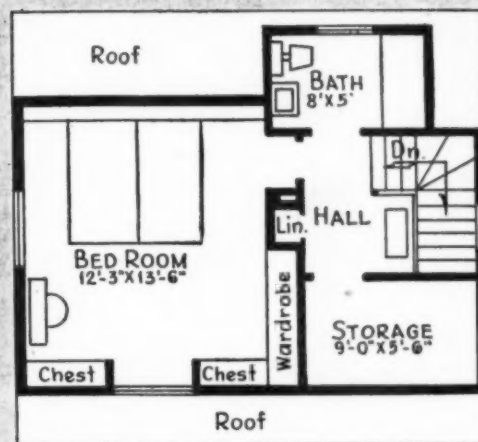




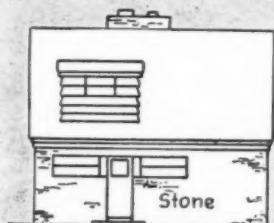
## For Two or More

**C**OMPACT living for a couple or, with future addition of two bedrooms and bath as a first floor wing, for a family is offered in this little gem; Carrothers and Braun of Oak Park, Ill., are its creators. Plans show arrangement with either basement or utility room. Big market expected for such "apartment" type of small houses.

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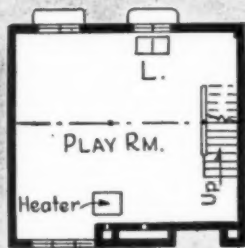
SECOND FLOOR PLAN



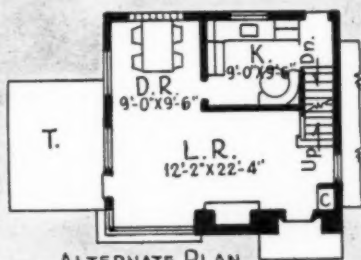
FRONT ELEVATION



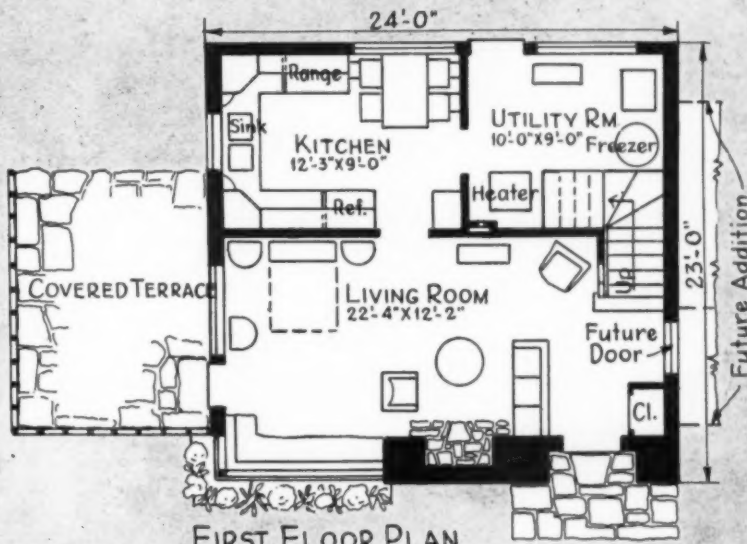
NORTH ELEVATION



BASEMENT PLAN



ALTERNATE PLAN



FIRST FLOOR PLAN



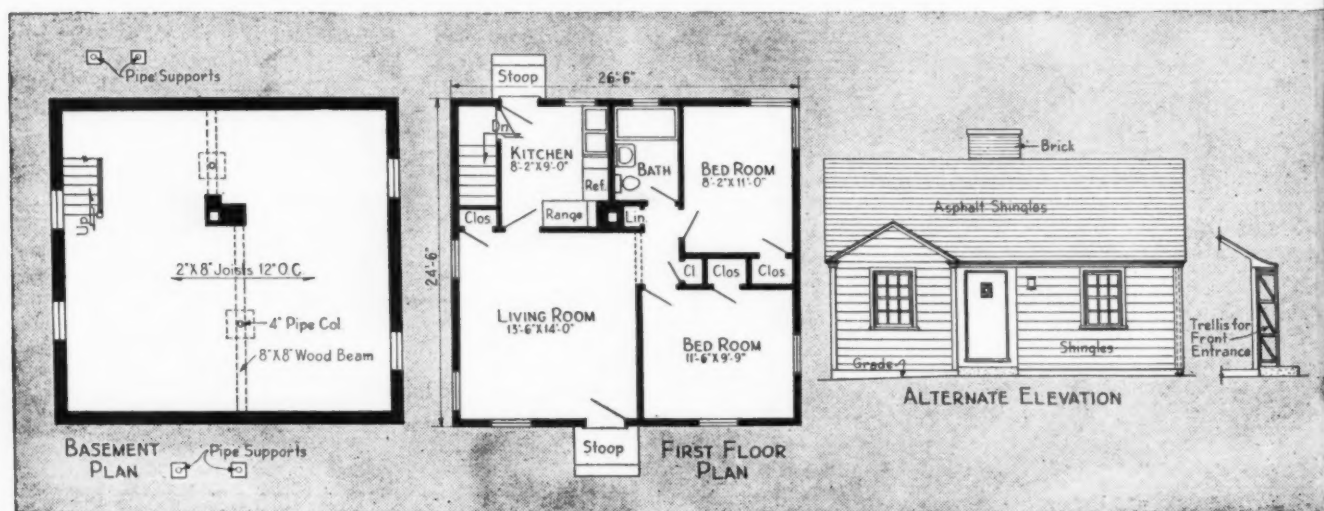


## Small, Efficient Houses Must Have Charm

**H**ERE are two small homes which could have been just two more small houses—not much different from the hundreds of thousands, including war housing built in the last few years. However, they both have been given a definite sales appeal of styling that need not be limited to big houses. This extra, inexpensive “plus” will be part of post-war value, even in compact four-to-six

rooms designs such as these. Both will qualify for the low cost market, where competition will be keen in the post-war period.

The one above can be left partly finished at first; an ideal war bride home, with a much desired first floor bedroom. The lower one was built for a retired couple; it has five closets and a full basement.







**ABOVE:** Camden, Conn., six-room design by Architect Thure Olson; plenty of storage space, good circulation within compact arrangement, fireplace, attached garage and attractive Colonial styling.



**THIS** cottage was built in West Hartford, Conn., by National Home Builders, Inc.; Joseph E. Kane, architect. Contents: 12,660 cu ft.



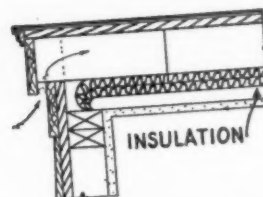
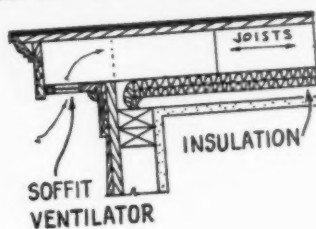
## HANDY NOTEBOOK WORK SHEETS

### American Builder JOB HELPS Prepared by Dave Smith

Builders' short cuts, time savers and how-to-do-it ideas for use in office or on the job. A continuing editorial feature appearing monthly. Sheets or notebooks are not for sale or available in any other form.

## HOW TO VENTILATE FLAT DECKS

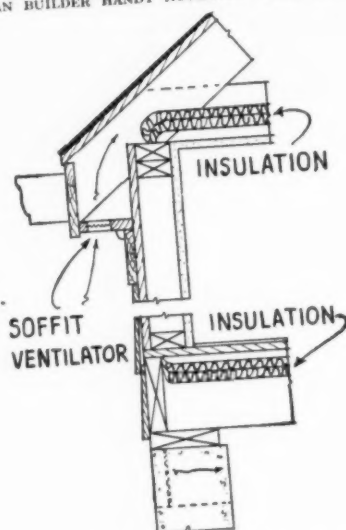
AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



In selling insulation jobs for summer comfort, flat decks such as are frequently found over sun porches offer a particular problem. After the insulation is installed either one of the blanket types on new work or blown fill on old jobs it is necessary to provide adequate ventilation if full efficiency is to be secured. In the two sketches above, two different types of cornice most frequently encountered are shown. In one case screened ventilators are shown. In the second instance a longitudinal vent is installed between the fascia and the trim. In certain instances it will be necessary to vent on the house side through the stud space above the deck.

## HOW TO VENT STANDARD CONSTRUCTION

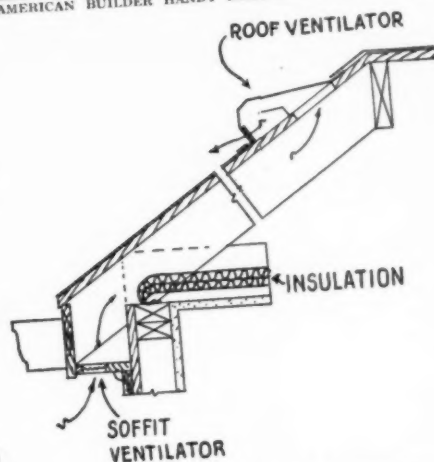
AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



Proper attic ventilation cools the whole house in summer, good air circulation under floors keeps out dampness. In the drawing above standard insulation practice is indicated. To vent such attic space in a gable roof, louvers should be installed in the peak of the gable. Provide 65 square inches or more of cross ventilation for every 500 square feet of roof area. Soffit vents can be used for additional circulation and should be placed on opposite sides for best results. Screened vents should be installed under closed floor areas.

## HOW TO VENT HIP ROOFS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



Many of the modern types of homes have low pitched hip roofs and are usually very well insulated and have heating plants which provide adequate humidity. Even with fairly efficient vapor seals, a good deal of condensation will form in winter either as frost or dampness in the closed over ceiling areas. Sometimes this will come through into the rooms below to such an extent that a roof leak appears to be the source. Under such conditions, venting as indicated above will cure the trouble. Soffit ventilators similar to those shown in the other two plates are installed to give adequate intake and roof ventilators are placed near the ridge or well up toward the deck, if there is a flat roof area. Here again use the total venting area indicated at the left.



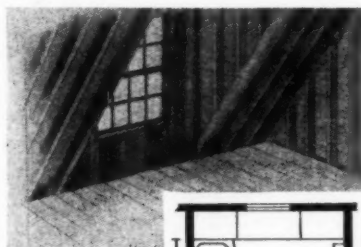


## How-To-Do-It Pointers

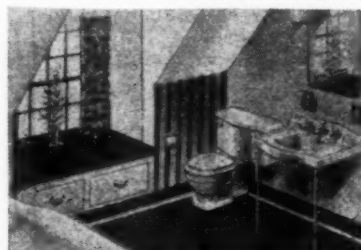
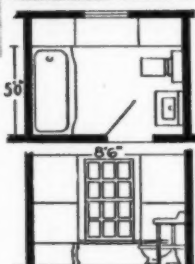
### How to Plan a Bath For Attic Space

WHEN fixtures are more readily available, there will be a good market for baths in unfinished attic space. Many of the war homes were left with unfinished second floors and planned for later expansion. In some cases a dormer is already in place, but it takes careful planning to arrange a compact, convenient bath in many of these homes. This has been carefully worked out as shown in the illustration below.

A window seat with two storage drawers fills out the room to a line of the front wall. Along the sides are toilet, lavatory, medicine cabinet and opposite, the bath.



SECOND floor bathroom arrangement suggested by Briggs Mfg. Co.



THIS bath has storage space, natural light and ventilation and ample space between fixtures is allowed in the 8' 6" width.

### How to Estimate Cost of Economy Brick Wall

THIS material is taken from revised cost sheets of the Brick Manufacturers Association of Chicago. Where material and labor costs differ, allow for proper increase and decrease. These figures cover 100 sq. ft. of 4-inch standard economy wall as shown.

#### MATERIALS:

760 Common Brick  
(laid per day) @  
\$15.00 M .....\$11.40  
9 Cu. Ft. Mortar @  
\$.31 c. f. .... 2.79

#### TOTAL

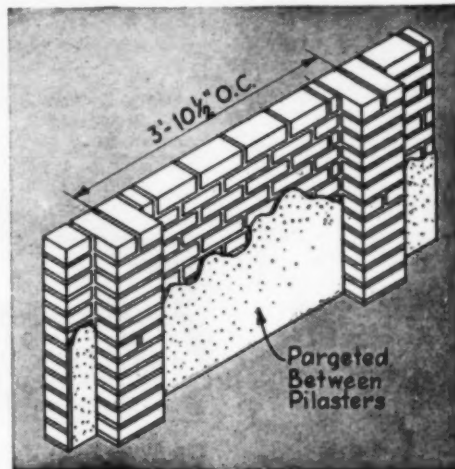
MATERIALS.....\$14.19

#### LABOR:

8 Hrs. Mason for 760  
brick @ \$1.75 hr.....\$14.00  
5 Hrs. Laborer @  
\$1.10 hr. .... 5.50

TOTAL LABOR.....\$19.50

WALL COST PER  
100 SQ. FT.....\$33.69



### How to Build a Handy Cart for Filling Orders



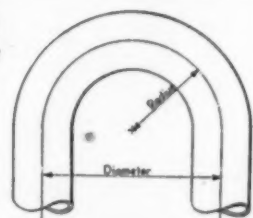
AROUND a builder's, dealer's or sub-contractor's shop it is frequently necessary to make up deliveries of small items gathered from various bins or other storage spots. To save time and effort, a cart as shown at the left will do the job. This rig is being used by Bill Applegate, Seattle, in filling an order for pipe fittings. It was designed and built by Eddie Ward of W. E. Beggs Co., Seattle. The angles, strap iron, sheet and pins are easily found, bolted and welded together for the frame. Three easy rolling casters complete the job.

### How to Figure Pipe Bends for Radiant Heating

MANY post-war home plans call for systems of radiant heating and numerous inquiries have been received as to installation techniques. One of the problems is the method of handling the coils used in slabs or walls. In most modern installations, these coils have been bent from wrought iron pipe and the joints welded. This bending is quite readily done but should follow recommended practice for minimum diameters of cold, bent, standard weight pipe. There will be some degree of flattening, which is allowable.

TABLE at right shows minimum diameter for bending wrought iron pipe of sizes from 1/2" to 2". Source: A. M. Byers Company.

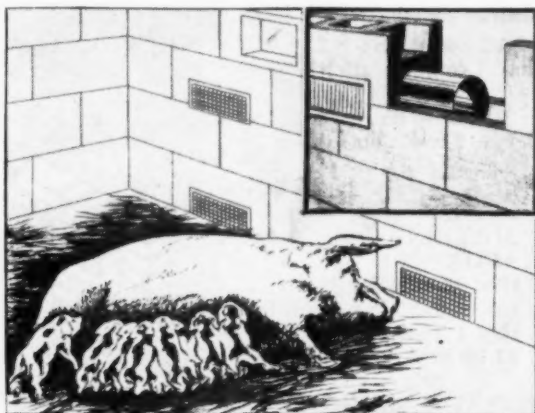
Size	Minimum Diameter of Bend, Center to Center
1/2"	2.8"
3/4"	3.5"
1"	4.3"
1 1/4"	5.5"
1 1/2"	7.0"
2"	11.0"





### How to Build in Masonry Unit Vent Ducts

CONCRETE block units specially cast with structural channels can be so laid as to provide continuous flue areas within walls. These can be used for ventilating purposes or as arteries for pipes, duct work, etc. It is a system devised by A. L. Kuhlman, Bay City, Michigan. As an example of this system, the illustration at the right shows concrete masonry hog house with vents in courses as needed. These can be built with or without a wall liner; balance of the wall can be standard block units.



### How to Select Plywood Roof Sheathing

THE table at right indicates proper thickness of Plyscord sheathing to be used in carrying certain standard roof loads on various rafter spacings. The data in this table follows D.F.P.A. recommendations. Shingles may be applied direct to even the minimum thickness.

Recommended Thicknesses for Plyscord  
ROOF SHEATHING  
(Panels Lengthwise Across Rafters)

ROOF LOAD	RAFTER SPACING	THICKNESS
20 lb./sq. ft.	20 in.	5/16 in.
	24 in.	3/8 in.
	30 in.	1/2 in.
	36 in.	5/8 in.
30 lb./sq. ft.	17 1/2 in.	5/16 in.
	21 in.	3/8 in.
	26 in.	1/2 in.
	33 in.	5/8 in.
40 lb./sq. ft.	16 in.	5/16 in.
	19 in.	3/8 in.
	24 in.	1/2 in.
	29 1/2 in.	5/8 in.



### How to Speed Handling of Concrete Block

A HANDY concrete block lifter has been developed by the Michigan Silo Co., Peoria, Ill. The makers say that men who handle block appreciate the following advantages: The lifter speeds loading and unloading of trucks because two blocks can be handled by one man at one time; blocks are handled with fewer broken corner and edges; saves time and money because more blocks can be handled with less exertion; saves gloves because none are needed; prevents smashed fingers. This block lifter is both sturdy and inexpensive. The illustration shows its simplicity of operation and ease of handling.

## Another of

### Details of Stoops, Steps, Walks and Walls of Brick and Stone

By R. J. Alexander

WITH masonry materials generally available, this month's Better Detail Plate can be put to immediate use. The items covered, for the most part, represent work which will be in seasonal demand. People will be fixing up their outdoor living areas as well as repairing winter damage to entrance slabs, steps and porches of their homes.

Brick finish on stoops and steps is quite popular in many sections of the country and ties in particularly well if similar material is used in the house. However, proper handling is necessary if these are to stand up under severe northern climates. Proper preparation for footings and concrete base is shown in the upper left hand corner of the plate. Notice that proper pitch is indicated and joint should be caulked at entrance door sill. The concrete base is laid on an 8-inch gravel cushion and rests both on the foundation and footings carried well down below frost line. The brick treads laid on edge project a half inch as a maximum. The buttress wall detail shows both cement and brick caps with an attractive detail for the ends in brick. The brick wall cap as well as step treads should be set in a rich cement mortar if it is to weather properly.

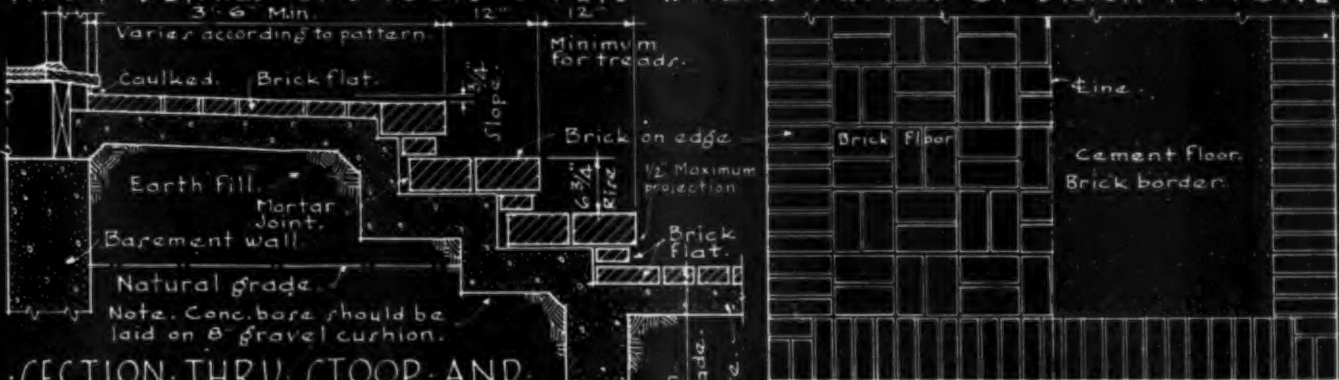
Also shown is a concrete retaining wall with proper footing. Circular steps are quite attractive in either brick or stone or in combination with concrete. These are detailed together with method of building walks or terraces.

When brick is used for any of these purposes, its attractiveness largely depends upon choice of pattern. A number of combinations are indicated for walks or terraces. A two-inch sand base is used and the edging brick are set on end for stability.

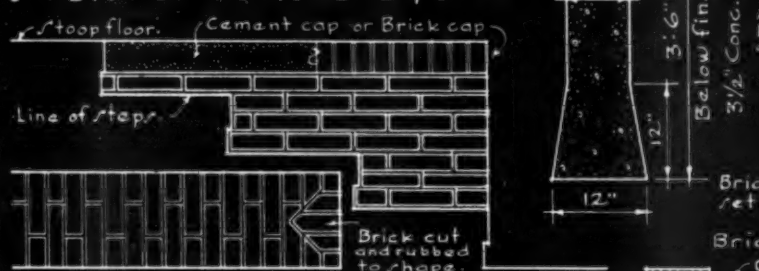
Rock garden walls must be properly laid if plantings are to do well and the wall itself stand up. The rocks should be sloped inward to carry the water into soil behind the wall.



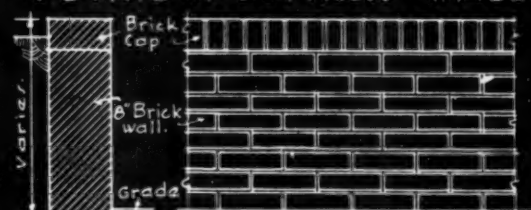
NO. 7. DETAILS OF STOOPS, STEPS, WALKS & WALLS OF BRICK & STONE.



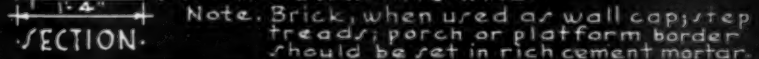
SECTION THRU STOOP AND STEPS OF CONCRETE & BRICK.



PLAN OF BRICK CAP. DETAIL OF BUTTRESS WALL.



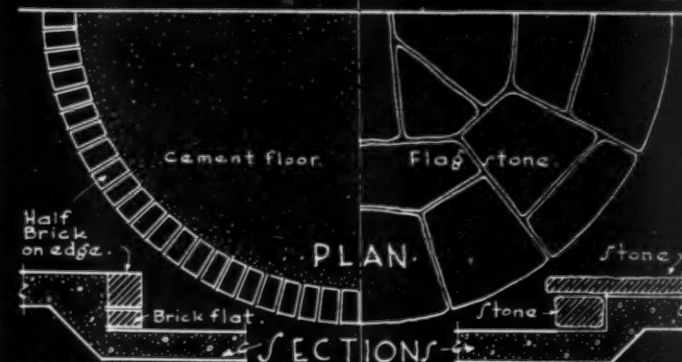
ELEVATION BRICK RETAINING WALL.



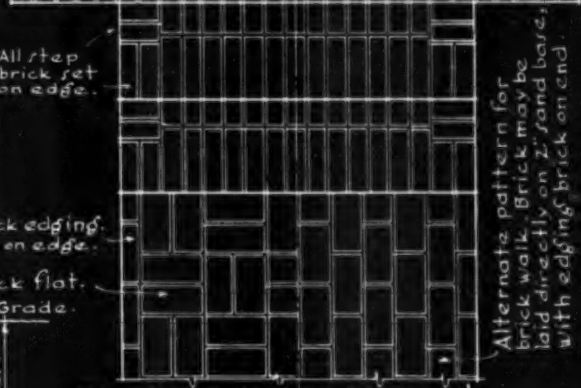
SECTION. CONCRETE RETAINING WALL.



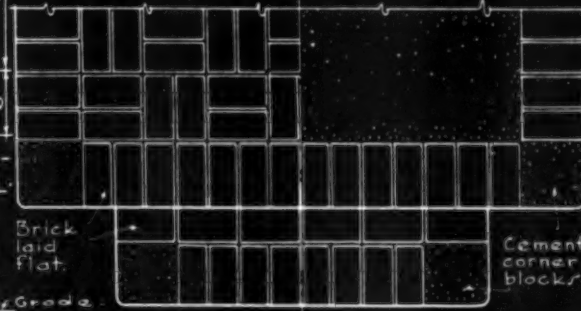
DETAILS FLAGSTONE WALK OR TERRACE.



DETAILS OF CIRCULAR STEPS.



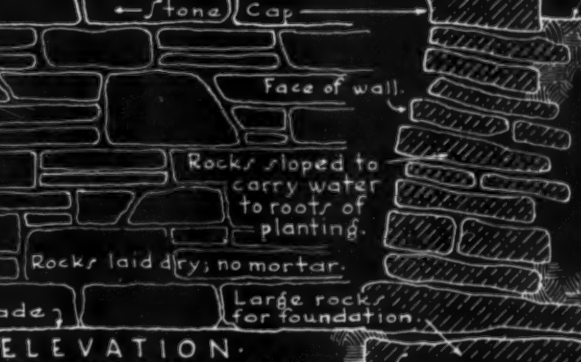
PLAN OF STOOP, STEPS & WALK.



SECTION. ALTERNATE DETAIL.



SECTION. STEP CONSTRUCTION.



ELEVATION ROCK GARDEN WALL.





## Congressman Says Union Practices Jeopardize Post-war Home Building

**A**MERICA'S gigantic home-building program which is expected to provide post-war employment for millions will be jeopardized "if the reactionary, restrictive policies of certain unions are allowed to prevail," Congressman Mike Monroney (D) of Oklahoma declares in a signed article in the June issue of *The American Magazine*.

"It is urgent that such restrictions be removed at once," writes the Congressman, who tells how he would amend the anti-trust laws to correct the abuses of labor by stripping from these statutes some of the immunity they appear to grant unions.

"Such an amendatory law would reaffirm labor's exemption from the anti-trust acts so far as legitimate objects are concerned," states Congressman Monroney, who says, "I think I am a friend of labor. But the law would remove or qualify the blanket immunity from such union practices as (1) jurisdictional fights; (2) payment of side money; (3) unreasonable restrictions on materials, machines, or equipment, (4) price fixing, and (5) unreasonable requirements for extra stand-by labor."

The Oklahoman recalls the perpetual opposition of un-

ions to labor-saving inventions and observes: "Wise union leaders recognize that invention is beneficial to all mankind, in the long run . . . Other unions, many of them in the building trades, continue to fight tooth and nail against scientific progress. Examples are too numerous to mention. Painters refusing to use spray guns, or limiting the width of brushes, hod carriers refusing to use ready-mixed concrete, and insisting on the inefficient, more expensive puddle-mixing method; restrictions against the use of plywood, wallboard, etc.; and, in general, a bitter resistance against new plastics, materials, metals, and prefabrication methods.

"This may become tragically serious in the near future. The greatest single hope of full post-war employment rests upon a vast new post-war home-building program. With new inventions and materials, we can build millions of homes, better and cheaper.

"But if the reactionary, restrictive policies of certain unions are allowed to prevail, we won't get those houses or that needed employment, because not enough people can afford to buy houses built by expensive, obsolete methods. . . ."

### CATALOGS and HOW-TO-DO-IT INFORMATION

**137—WAYS OF INVITING THE OUTDOORS IN**—are illustrated in a 26-page booklet prepared by Mesker Brothers, St. Louis, Mo. The booklet covers window treatment in all types of homes and offers suggestions for placing the windows in your home to the best advantage. Profusely illustrated with various types of homes, this booklet is crammed with helpful hints and suggestions.

**138—DETERIORATION IN ROOFS**—can be detected and halted by following suggestions given in a booklet published by American Asphalt Roof Corp., Kansas City, Mo. This booklet is furnished without cost to dealers. The illustrated booklet not only explains how to detect signs of deterioration, but also explains how it can be halted and the roof revived for years of useful protection and service.

**139—ACCURATE ESTIMATES OF HEATING COSTS**—are dependent on many local conditions, states A. M. Byers Co., Pittsburgh, in their new booklet "How to Choose a Heating System for Your New Home." Home builders of the future may gain through the descriptions and illustrations of this new booklet a variety of factual information concerning radiant heating installations in city, suburban and farm homes.

**140—HOME PLANNING INFORMATION**—is furnished by Ponderosa Pine Woodwork in a 32-page, profusely illustrated booklet. Doors, windows and woodwork are presented functionally in this "Today's Idea House," with special reference to the parts they can play in making tomorrow's homes more livable and more convenient. Storage space ideas are presented, along with more ideas covering proper arrangement of doors for saving steps within the home.

**141—THE FARM BUILDING MARKET**—has been thoroughly covered in a well written and illustrated book published for Country Gentleman. Using the results of a farm building survey, the book gives the farmer's views concerning new houses; repair and modernization of farm dwellings; prefabricated structures; purchase of household appliances, etc. A wealth of information is contained in this book, complete with charts, giving an overall picture of the farm market.

**143—HEAT THAT YOU CAN AIM**—is the keynote of the new circular released by Harvey-Whipple, Inc. Easily handled by one man, this portable heater is equipped with a heavy-duty gasoline engine or can be furnished with electric motor, on special order. For building construction operation, one heater replaces several salamanders—no hazardous open fire. Also can be used for heating temporary buildings on construction jobs and is easily portable from one building to another. Specifications for all models are contained in the folder.

#### SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department,  
American Builder,  
105 W. Adams St., Chicago 3, Ill.

(June, 1945)

Please send me additional information on the following product items, or the catalogs, listed in this department:

Numbers .....

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**NOT** in  
**"MONTHS"**  
*-but*  
 in a very few  
**"WEEKS"**  
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★ ★  
*Today Our Plant is Making  
 a Record on DELIVERIES of*

**Rō-Way**

**OVERHEAD TYPE DOORS**

*—that matches their record of performance  
 after they are installed*

If the job you are planning calls for Doors for Government Buildings or essential commercial, industrial or agricultural buildings, you will be pleased with the promise we can make and KEEP on the deliveries of Ro-Way Doors.

*There's a  
 Ro-Way for  
 every Door way!*



**RO-WAY OVERHEAD  
 TYPE DOORS**

are available now for Industrial Buildings, Commercial Buildings, Government Buildings and Agricultural Buildings.



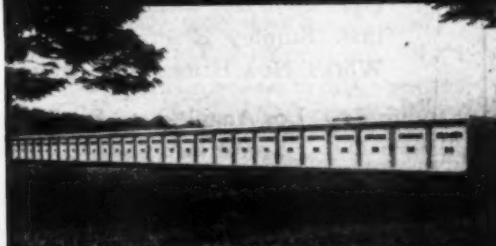
**AGRICULTURAL  
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**COMMERCIAL  
 BUILDINGS**



**INDUSTRIAL  
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**GOVERNMENT  
 BUILDINGS**

*Write for complete new Catalog of Ro-Way Overhead Type Doors. See our Catalog in Sweet's*

**ROWE MANUFACTURING CO., 789 Holton St., Galesburg, Illinois**





## Short-cut To a Well-done

# INSULATING JOB

A Stanley Electric Drill equipped with a hole saw makes short, neat work of cutting into building walls for blowing in pellet-type insulation. The cut-out disc, along with the siding, can be quickly replaced after the insulation is done—and you have a good job and a pleased house-owner as a future reference. The Stanley Electric Drill illustrated is compact, powerful— $\frac{1}{2}$ " capacity. Stanley High Speed Steel Hole Saws are made in diameters up to  $3\frac{1}{2}$  inches. Send for folder showing complete line. Stanley Electric Tools, Division of The Stanley Works, New Britain, Connecticut.

Los Angeles • San Francisco • Seattle



# STANLEY

DRILLS • SAWS • HAMMERS • GRINDERS • DISC SANDERS

### Cortright (Continued from page 81)

**Construction bottleneck** is created by wage problems. One of the most serious problems facing the entire construction industry is that of inadequate production of components due to wage adjustments as workers return from war plants to former lower wage activity. Outstanding in this involved situation are those industries producing foundry and gypsum products, lumber and brick. Workers presently receiving 85c to \$1.25 will reluctantly return to work which pays as little as 60c per hour. The Wage Adjustment Board will not permit substantial increases in these industries, and O.P.A. will not permit an increase in the sales price of the products. This creates an impasse which only time will solve. Workers have been going at a severe pace for a long while and are well fortified financially. The 16 weeks compensation available under the present unemployment provision will encourage many to rest for a time. The net result will be a sluggish return to former job and poor production of many necessary items.

**W.P.B. construction bureau** issues report on production and availability of construction materials. The highlights of this bulletin No. 22 have been given in a previous Washington Letter, but the full report just off the press is of interest to all home builders presently active or about to undertake construction. We are securing as many copies as possible and will forward them upon request to local associations or individual N.A.H.B. members. Every item from asphalt to wire is covered from the standpoint of volume of inventories and of shipments since January 1941. In the introduction special emphasis is placed upon the necessity for using lumber substitutes. "In many cases masonry can be used instead of lumber, thereby saving framing, sheathing and siding lumber. Manufactured building boards of many types can be used to replace 1-inch lumber in most cases. Precast roofs should be used wherever practicable." These reports meet a long felt need as they depict the current status of all construction components. Under Director John L. Haynes, W.P.B.'s Construction Bureau is rendering a most important and intelligent service to the industry.

**50,000 housing units** under construction as of April 1st. For the statistically minded we can report that as of the middle of April, 28,825 private and 21,347 public units were under construction. Authorized to go under construction were 40,045 private and 16,256 public units. All of this is apart from the pre-war deferred low-cost public housing projects. Approval has been secured for 100 units at South Bend, Ind., 200 units at Norfolk, Va., 44 units at Montgomery, Ala., and 360

units at deferred replaces. These 7 ments number \$100 mil

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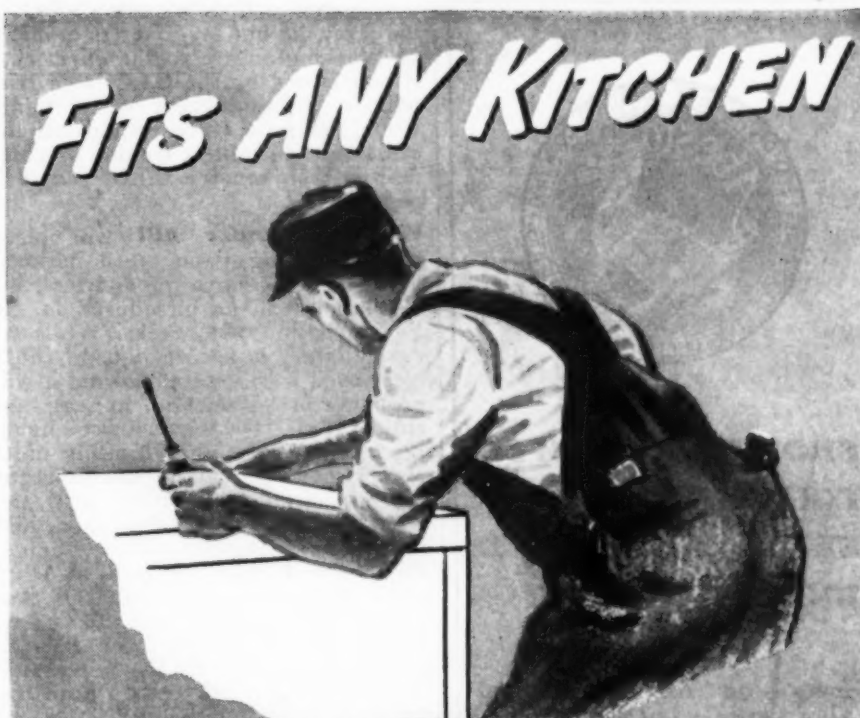
units at Puerto Rico. (One project deferred and the other at Lares, P.R., replaces housing destroyed by fire.) These 704 units using loan commitments made to local housing authorities are the first trickle of the total number which will be built under the \$100 million outstanding.

**Murray committee starts** examination of aids to construction industry. In an effort to determine what steps will be helpful to construction in the reconversion and post-war periods, a number of experts appeared this week. Secretary of Commerce Henry Wallace presented a four-fold program designed to expand, improve and stabilize activity on a level of 15 to 20 billion dollars a year. Beardsley Ruml also presented suggestions related to the co-ordination of public works and private enterprise. He warned against wasteful public expenditures and subsidized projects. Ruml placed particular emphasis on the importance of eliminating "restrictive practices for which the construction industry is notorious." Dr. Robinson Newcomb, J. Frederick Dewhurst, Malcolm Pirnie, and Major General Fleming also testified. During the next few weeks an examination will be made of the lumber situation, from which important disclosures may be expected.

**Housing for veterans' needs** increasingly important with discharges starting at 100,000 men monthly. The prospect of 2,000,000 veterans returning home, many of whom will require new accommodations, should correct existing inertia. The present confusion is bad enough with only a million veterans discharged—the condition which will exist unless prompt remedial action is taken will be inexcusable. Conferences between the Veterans' Administration, the F.H.A., mortgage lending groups and others are producing little but futile explanations. The answer must come from amendatory legislation by the Congress. Veterans with 85 and more credit points earned by risking their lives to defend American homes will not accept such explanations as "stabilized costs after screening of purely temporary extraneous factors are less than reasonable, normal values resulting from inflationary cycles beyond the control of administrative pricing restrictions." They have been dreaming of a little white cottage, not of garbled phraseology.

**C.I.O. denies** plans to organize building trades unions. In a recent Washington Letter we reported a proposal of organization by which the C.I.O. would move in and organize in this field. A Washington official of the C.I.O. advises us that the proposal did not emanate from their organization and that they have no intention of moving into this field of activity. We are glad to publish this statement, but it would be less than accurate report-

(Continued to next page)



No matter what size or shape kitchen you put in a house or an apartment, there's a simple combination of AMERICAN KITCHEN units which makes it look custom-built! They are easy to install, too, and require no special plans, wiring or plumbing. Satisfaction is sure, because these styles are dictated by thousands of homemakers the country over.

There are good reasons why AMERICAN KITCHENS are welcomed by homemakers. First, there is the truly modern design . . . the functional beauty of sparkling white with chrome hardware, black trim and black linoleum work surfaces (Raymond Loewy is our designer). Second is the sturdy construction, made of steel to last a lifetime . . . the sinks are porcelain enamel finish,



acid resisting; the cabinets are coated with easy-to-clean DuPont DuLux. Third are the work-saving features built into step-saving arrangements to fit any floor plan.

These AMERICAN KITCHENS will suit every budget, because our huge facilities for mass production make possible complete kitchens of highest quality, priced at only a trifle more than a new refrigerator. All these features combine to make your buyers enthusiastic boosters for you when you install AMERICAN KITCHENS.

ALL INQUIRIES GLADLY ANSWERED BY EXPERTS

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KITCHENS

AMERICAN CENTRAL MFG. CORPORATION, CONNERSVILLE, INDIANA





## FROM FOXHOLES TO FUNCTIONAL MOD- ERN — THAT'S G. I. JOE'S PLAN.

Home — an American home, clean, efficient and comfortable! Joe's learned a thing or two out there and he knows pretty much what he wants. Modern, functional design and up to date materials.

Flat, built-up roofs made under ABESTO COLD PROCESS specifications will give him lasting quality and the security of low-cost roof maintenance.

Walking decks, built with any standard brand plain roll roofing sealed with ABESTO, offer him extra roof porch space with charm in design.

ABESTO PRODUCTS will waterproof his basement for a dry recreation or laundry room.

Write for our free specification sheets which show the various types of construction for which Abesto is used.

## ABESTO MANUFACTURING COMPANY

Department 3

MICHIGAN CITY INDIANA

(Continued from preceding page)  
ing if we did not say that rumors here in Washington are to the effect that it was issued by the C.I.O. as a trial balloon. In any event we certainly would not wish to be responsible for creating the slightest friction or competition between the C.I.O. and A.F. of L.

**Wagner-Ellender bill** will place public housing issue on a national level. It seems safe to predict that this legislation will be introduced in the Senate within two weeks. While its exact nature is known only to those concerned with its preparation, it will probably provide for an annual subsidy of \$35,000,000 to construct a quarter of a million public housing units each year. It may make provisions for extending public housing into the rural field, aim at rehabilitation, and propose reducing the period of amortization to 45 years. Regardless of its exact nature, it is certain that its passage or defeat will decide the fate of public housing in this country for some time to come. On the Senate side the bill may be referred to both the Banking and Currency Committee and the Committee on Education and Labor. Chairmen Wagner of New York, and Murray of Montana, will probably appoint sub-committees to jointly consider these proposals. On the House side a companion bill will probably be referred to Banking and Currency and to the Lanham Committee (Public Buildings and Grounds).

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RAPID-FIRE  
GLAZING**

**Red Devil  
AUTOMATIC DIAMOND  
POINT DRIVER**

Speed up your glazing of sash and frames and mirrors. Use only one hand. Automatically drives DIAMOND POINTS at machine-gun speed into hardest wood. 100% efficient from any angle. Points can't drop out. Holds a clip of 100 Diamond Points.

Diamond Points are made in 3/8" and 1/2" lengths. 100 to the stick. Will not corrode. Will not bend.

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GLASS CUTTERS • GLAZIERS POINTS • GLASS PLIERS  
PUTTY KNIVES • WOOD SCRAPERS • PAINT CONDITIONERS  
FLOOR SANDING MACHINES • ELECTRIC FINERS

**A day in Congress.** Among the various duties of N.A.H.B.'s Washington staff is a careful study of the list of bills presented each day in both the House and the Senate. Since more than 4,000 separate bills have been put in since the first of the year, it is apparent that this is a substantial task. Although only a very small percentage of these bills receive consideration, a large number are acted upon by the 98 committees of the House and the Senate. In addition to the standing committees, innumerable sub-committees are constantly appointed whose recommendations are usually approved by the full committees. The full committees' recommendations in turn are, more often than not, favorably acted upon on the floor. Additional filtering, screening and modifying is accomplished through the action of the Rules Committee, the Appropriations Committee, and the Bureau of the Budget. The net result is that when a bill becomes law with the Presidential signature, it is one out of many hundreds that have fallen by the wayside.

## American Legion Levels Its Guns on G.I. Bill

American Legion is getting all set to ask Congress for sweeping revision of G.I. Bill of Rights, particularly in the field of home loans, according to the Housing Institute, Inc. Major complaints are: (a) too many forms and questionnaires cause undue delays and discourage veterans and lenders; (b) lack of clear-cut formula on what constitutes "reasonable normal value"; (c) many veterans pay earnest money and appraisal fee that are lost when application for loan guarantee is rejected; (d) veterans have difficulties in refinancing pre-G.I. Bill loans at rates stipulated in the bill.

**OBSERVATION:** Dissatisfaction among members of Congress with V.A.'s present handling of G.I. loan applications lends added weight to these complaints. There is a strong probability that, because of all the disappointments which are being registered with the Congressmen by so many returning veterans, there is a good possibility for early revision of G.I. Bill.

## \$ \$ \$ FOR BUILDERS

Three and one half miles from the center of Sarasota, one of Florida's fastest growing cities, we have FIVE HUNDRED one and two acre sites where moderately priced homes can be sold before completion. There's nothing like it in Florida. Yes, we have descriptive folder.

**VAN DAME ESTATES, INC.**  
Sarasota, Florida

## First G. I. L.

Ex-M his wife Pugh, u the Ve to buy \$4000 v house in Mrs. I service, occupat teacher Also former mate, t her loa three-fa N.Y., t nursing mother

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## First "Husband and Wife" G. I. Loan

Ex-Marine PFC Herbert J. Pugh and his wife, Ex-Marine Corp. Florence S. Pugh, used their combined rights under the Veterans' Bill of Rights recently to buy a home. Total insured loans of \$4000 were used to purchase an \$8000 house in Richmond, Va., where Mr. and Mrs. Pugh, each with more than a year's service, will return to their peace time occupations of salesman and school teacher, respectively.

Also completed was the first loan to a former Wave. Erstwhile pharmacist's mate, third class, Anna T. Hayes, used her loan to apply on the purchase of a three-family apartment in White Plains, N.Y., to be renovated and operated as a nursing home by Miss Hayes and her mother.

\* \* \*

## Stamford, Conn., Builders Organize; Elect Officers

Builders in Stamford, Conn., met in late February with Frank W. Cortright, executive vice-president of N.A.H.B., to set up a local chapter. Elected officials at the first meeting included John Smith, of New Canaan, president; Patrick De Luca, of Stamford, vice-president; William H. Hobby, also of Stamford, secretary and treasurer.

\* \* \*

## 400,000 Housing Units—

(Continued from page 79)

tions, on the theory apparently that the entire low-cost house market must be supplied first; and by O.P.A., on what can only be described as psychological grounds—the raising of the ceilings would tend to confirm the belief that the "war is over" and slow down the war effort.

### Repair, Remodeling Eased

It seems quite clear now that restrictions on repair, remodeling and maintenance jobs will be relaxed considerably. The present plan is to raise the maximum amount from \$200 to \$1000 on repairs or remodeling that may be performed on a residence without securing governmental permission; from \$1000 to \$5000 on a commercial structure; and with rises in a like ratio (5 times the present ceiling) on other building operations. Even in these cases, however, where no permission is needed to begin the work, the owner or contractor may apply for and get priority aid in the securing of scarce items if he shows the essentiality of his project.

\* \* \*

### A Correction

IN a story in the April issue of *American Builder*, the Mengel Company was incorrectly described as a "subsidiary of U. S. Plywood."

This was an editorial error. The companies are independent organizations, and neither is a subsidiary of the other.

## Sell Plastic-Finished

# Marlite

## WALL AND CEILING PANELING and Sell all the Market



Look beyond the ordinary, seasonal, run-of-the-mine building jobs! Build postwar plans on Marlite and fix your sales sights, the year 'round, on the *entire interior wall and ceiling market*. Colorful Marlite, pre-engineered to meet the builder's most exacting requirements, is suitable for all types of rooms . . . equally "at home" in industrial, commercial, institutional or residential applications.

Thus, day after day, Marlite dealers the country over uncover sales opportunities available *with no other type of interior wall material*. And, in addition, Marlite is easily sold for both new construction and remodeling. Check this list of quality features. You'll see why Marlite *sells* the customer—if you simply *tell* him the complete Marlite story.

EASILY INSTALLED • EASILY CLEANED • WIDE COLOR AND  
PATTERN CHOICE • MODERATE COST • ENDURING BEAUTY •  
NO REFINISHING • FLEXIBLE • REPELS DIRT - GREASE - GRIME •  
IMPERVIOUS TO ALKALIES OR ACID FUMES • MEETS ALL DECO-  
RATIVE TRENDS (as illustrated by the above-pictured office at the  
Cogsdill Twist Drill Company, in Detroit, Michigan)



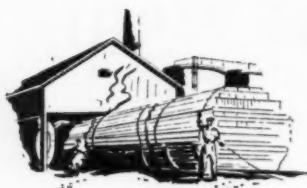
**MARSH WALL PRODUCTS, Inc.**  
63 MAIN ST., DOVER, OHIO

PLASTIC-FINISHED WALL PANELS • FOR CREATING BEAUTIFUL INTERIORS



## Treated Wood

LETS YOU DO MORE



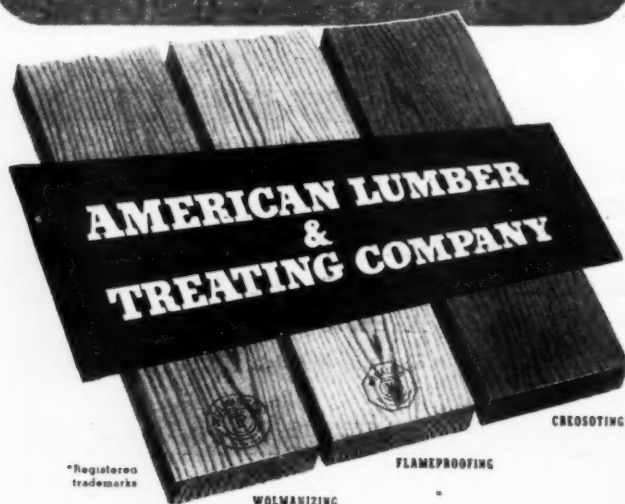
Wolmanized\*

or

Flameproofed

You retain the usual advantages of building with wood — ease and speed of erection, strength, lightness, resilience, high insulating value. And treated wood gives you this *plus* — ability to stand up under conditions often destructive to ordinary wood or other materials.

Specify the pressure treatment providing the protection needed—Wolmanized Lumber is resistant to decay and termite attack. Minalith\*-treated lumber is flameproof.



\*Registered trademarks

WOLMANIZING

FLAMEPROOFING

CRESOSOTING

1645 McCormick Building, Chicago 4, Illinois

### Devoe & Raynolds Acquire Beckwith-Chandler

Elliot S. Phillips, President of Devoe & Raynolds Co., has announced that his company has purchased the Beckwith-Chandler Co. of Newark, N.J. Clarence W. Slocum, president of Beckwith-Chandler, will continue as president of the Beckwith-Chandler division of the Devoe & Raynolds Company. Other officers of Beckwith-Chandler are James A. MacGregor, treasurer, J. Alex Wilson, vice-president, and Arthur W. Slocum, sales manager and secretary.

\* \* \*

### Reducing Interest Rate Mortgage Offered

The Equitable Savings and Loan Association, Portland, Ore., has developed a new home mortgage plan that, based on a disappearing mortgage, includes an automatically reducing interest rate from 5 per cent to as low as 3½ per cent. A new long-term schedule up to 25 years is offered the borrower on new construction, with maximum loans ranging to 90 per cent of the value on new homes. Low monthly payments will include taxes and insurance, with the borrower also given the right to repay at any time, a six-month deferment privilege in case of sickness or unemployment, and additional advancements for repairs.

The Equitable Savings and Loan Association has been a large factor in home financing in the past, having loaned over \$97,000,000 since its establishment in 1890, which has resulted in construction of thousands of northwest homes.

\* \* \*

### C.E.D. Urges Planning for Construction

The Committee for Economic Development called upon its 2800 community and country chairmen to stimulate planning for post-war construction programs in their respective communities. Acting jointly with the American Society of Civil Engineers, C.E.D. urged that private construction programs be hastened to the blue print stage so that building work may start as soon after final victory as materials and manpower are available. The engineers' group estimated that if proper planning and blue printing are done now more than \$15,000,000,000 worth of private and necessary public works will be ready for bids in the first year after peace.

\* \* \*

### Wm. Cameron & Co. Elections

E. R. Bolton, president, Wm. Cameron & Co., Inc., has announced the election of Frank Stevens to the board of directors and executive vice president in charge of the wholesale and manufacturing division. Stevens has been general manager of the manufacturing and wholesale division for the last twenty-one years, starting with the company in 1909. Bolton also announced that Roy Gaither has been elected executive vice president in charge of the retail division. Gaither has been with the company since 1908 and had been district manager of the retail division since 1926. Gaither succeeds the late E. P. Hunter, who died March 23 after more than 45 years with the company.

\* \* \*

### Hutchins Made Adv. and Sales Promotion Manager of National Radiator



**A**PPPOINTMENT of P. M. Hutchins as manager of advertising and sales promotion for The National Radiator Company was announced today by President R. S. Waters.

Formerly advertising director of three daily newspapers in Georgia, Hutchins had been associated from 1932 to 1944 with the Pittsburgh Sun-Telegraph, in recent years as general promotion manager.

Hutchins has already assumed his new position, with headquarters in Johnstown, Pa.



IF IT'S WORTH BUILDING...IT'S WORTH SAVING



## SAVE CONCRETE FLOORS FROM DISINTEGRATION

A concrete floor that will *scratch* will dust and disintegrate.

The surest, easiest way to prevent dusting and disintegration... to build long life into the concrete floors you lay down... is to wearproof and dustproof them with LAPIDOLITH Liquid. It penetrates and hardens thoroughly. For old floors, too — and for terrazzo floors.

*Lapidolizing* means a better job, insures customer satisfaction, helps your business. Write Dept. AB for details.

### for Coating — Repairing — Grouting Concrete Floors

No matter what the problem — whether it is wearproofing and dustproofing, protecting and decorating concrete floors — pre-sealing and finishing wood floors — there is a Sonneborn product that will do the job and do it well. In addition to LAPIDOLITH Liquid, Sonneborn products for the treatment of concrete floors include:

**CIMCOAT FILLER AND DUSTPROOFER** — A durable coating for protecting and decorating concrete floors with a smooth, dustless finish. Available in colors, white and transparent. System using transparent top-coat protects colored finish, makes paint job last longer.

**SONOMEND** — Efficient asphalt patching compound and resurfacer. Can be trucked over in 48 hours. No heating or special tools required.

**FERROLITH "G"** — A metallic grouting compound used in setting up machinery, anchoring bolts, and securing structural and other supporting columns in connection with concrete floors.

### SONNEBORN BUILDING SAVERS

Floor Treatments • Protective Coatings • Concrete and Mortar Admixtures • Roof Coatings • Caulking Compounds

Building Products Division

**L. SONNEBORN SONS, INC.**

88 Lexington Avenue, New York 16, N. Y.

## After the war . . .

# SELL AND INSTALL MOULTILE FLOORS

You'll find a ready demand among your present customers for Moultilite Asphalt Tile floors. Moultilite meets every specification for a *modern floor* . . . colorful eye-appeal, wear-resisting durability, quiet, easy-walking comfort and economical cost. The expense of periodic refinishing is eliminated . . . because both the texture and the rich, non-fading colors are uniform throughout the thickness of the tile.

Installation of Moultilite is easy and profitable. You can count on helpful assistance from Thos. Moulding. The manufacturers of Moultilite have pioneered in developing installation methods and materials that save money on new construction and permit the use of Moultilite over existing wood or concrete floors in practically any condition. Get ready now for postwar profits! Write for 1945 Catalog to: THOS. MOULDING FLOOR MFG. CO., 165 W. Wacker Drive, Chicago 1, Ill.

THOS. MOULDING

# Moultilite

Flexible-Reinforced  
MASTER ASPHALT TILE

*Moultilite is ideal for basement playrooms . . . and for the new homes without basements. It is impervious to the alkali and moisture, always present in ground-floor cement, which damage other types of floor coverings.*





## BOXING THE COMPASS

In every direction the compass needle points, countless boxes of supplies as shown here are going to our Armed Forces. Because boxes and crates made of Western Pines have proved to be ideal for overseas shipments, box manufacturers almost unanimously specify these fine woods.



SIGNAL CORPS PHOTO

Boxes and crates are so urgently needed for overseas shipments that even all-out production of Western Pines is not sufficient to supply all the demands and needs of the Army and Navy. Because of this, the sale of Western Pines for general use has been temporarily discontinued.



### WESTERN PINE ASSOCIATION

Yeon Building, Portland 4, Oregon

\*Idaho White Pine \*Ponderosa Pine \*Sugar Pine

—\*THESE ARE THE WESTERN PINES—

## Hart of Producers' Council Urges Program to Build Up Supply of Building Materials

**L.** C. HART, president of the Producers' Council, today recommended that the Federal government adopt at the earliest practical date, consistent with its progress of the war, a six-point program designed to build up a normal supply of the building materials and equipment needed to permit urgently needed private construction.

"Inventories in the hands of building material dealers must be replenished and the building product pipeline must be filled before private industry can make any important beginning on the huge peacetime building program," Hart said.

"In the first place, manufacturers of building products should be permitted to utilize necessary materials and manpower for the making of patterns, for the reassembly of machinery, and for other basic production needs.

"At the same time, building product manufacturers should receive assistance in obtaining priorities for additional machine tools and other production machinery and equipment.

"In addition, it will be necessary to provide manufacturers with priority assistance for the construction required to readapt or modernize their buildings or to construct additions of new buildings needed to provide adequate plant capacity.

"The War Production Board also should rescind orders which restrict the manufacture of building products and which require the use of wartime specifications and substitute materials.

"Then adequate minimum amounts of critical materials and of manpower should be allocated to permit the manufacture of scarce or missing items.

"Finally, the general inventory order should be rescinded in order to permit wholesalers and retailers of building products to build up the inventories needed before field construction can begin.

"It is recognized that there is not sufficient manpower generally available at the present time to enable civilian construction to proceed unrestricted. However, if building is to resume as fast as workers are released from war plants and from the armed services, an ample inventory of building products must be built up prior to that time. In the case of some building products, up to six months will be required to meet inventory requirements," Hart concluded.

\* \* \*

## Plenty of Brick and Tile—No Need to Delay Home Building Any Longer, Fender Claims

**J.** ERNEST FENDER, president of the Structural Clay Products Institute, national association of brick and tile manufacturers, stated today that there is no need to delay the construction of new private housing until after the end of the war with Japan, as proposed in the recent report of James F. Byrnes, former director of War Mobilization and Reconversion.

"In view of the fact that many basic building materials, including brick and tile, will be available in large quantities as soon as reconversion gets under way after V-E Day, private residential construction can be resumed at least on a moderate scale well ahead of the defeat of Japan, without interfering in any way with the conduct of that war," Fender said.

"It is true that the supply of lumber will remain short until after the final end of the war, as former director Byrnes points out, but as many as 300,000 new housing units could be built with fewer than one billion board feet of lumber during the first year after reconversion begins by using new techniques in masonry construction which reduce lumber requirements to a minimum.

"For practical purposes, the number of new housing units built after V-E Day need be limited only by the available supply of home equipment, such as plumbing, heating, and electrical equipment and hardware. Reports from manu-

(Continued to page 124)



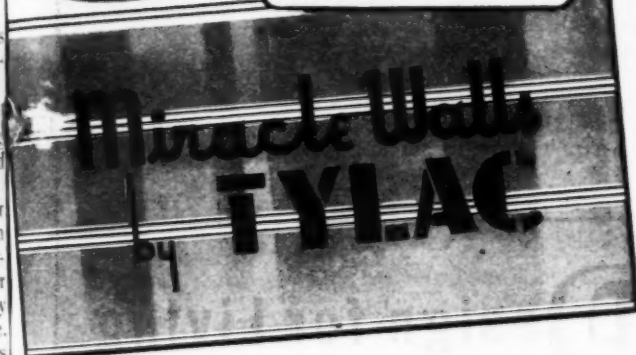
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# Every Home A PROSPECT



Miracle Walls of TYLAC will be the choice for similar Powder Rooms in tomorrow's millions of new and modernized homes.



**M**ODERN simplicity is exemplified in the TYLAC Wall Coverings of the Powder Room pictured above. The beauty of the plain, mirror-like TYLITE is accented by the groups of three parallel lines of MURALAC to give a harmony of color and design not possible with ordinary wall coverings. This is only one of the unlimited combinations possible with Miracle Walls by TYLAC. Four distinctive patterns — TYLAC — MURALAC — STREAMLINE TYLAC — TYLITE — in the newest colors, permit endless individuality and distinction of installation.

In the post-war years, the millions of new and modernized homes will offer multiple prospects to the TYLAC Dealer. Miracle Walls by TYLAC for Kitchen, Bath, Powder Room and Laundry — economical, easy-to-install, easy-to-clean and permanently beautiful wall coverings that may be applied over plaster, wall board, insulating board, or any dry wall surface. Plan now for a successful future as a TYLAC Dealer.

No dealer in the wall products field will have a shorter lapse of time between "V-Day" and "SEE-Day" than the TYLAC Dealer.



**TYLAC COMPANY**  
**MONTICELLO, ILLINOIS**  
MANUFACTURERS OF ENDURING-MODERN WALL COVERINGS



**FIT THE SASH  
AND GROOVE FOR  
WEATHERSTRIP  
WITH THIS  
ONE CARTER TOOL**

## STANLEY-CARTER "Wasp" Power Plane

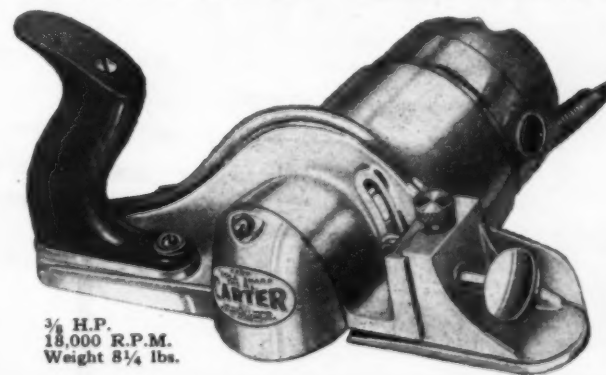
**FOR FAST FITTING** of doors, window sash, storm sash, screens, transoms, and inside trim, there's no tool better than the Stanley-Carter "Wasp" Power Plane. The patented spiral cutter, speeding at 18,000 R.P.M., "shears" to a smooth, waveless surface.

**CONVERTS FOR WEATHERSTRIPPING!** When the job calls for weatherstripping, you simply substitute a weatherstrip cutter for the spiral cutter, and cut the grooves accurately and quickly.

**HUNDREDS OF USES** The "Wasp" can speed up an unlimited number of everyday jobs for you. With Carter Shaper Cutters, it can be used for shaping and moulding cuts on straight surfaces.

*The illustration (right), with the guard lifted, shows the "Wasp" fitted with the weatherstrip cutter.*

**WRITE** for complete details. **STANLEY ELECTRIC TOOLS**, Dept. C, Division of The Stanley Works, New Britain, Conn.



3/4 H.P.  
18,000 R.P.M.  
Weight 8 1/4 lbs.

**CARTER** **STANLEY** **TOOLS**



# Structural, Reinforcing or other Bldg Steel Shipped from Stock

Write for Stock List—  
your guide to over 10,000  
different kinds, shapes  
and sizes of steel for quick  
shipment from ten plants.

Joseph T. Ryerson & Son, Inc. Plants at Chicago, Milwaukee, St. Louis,  
Cincinnati, Detroit, Cleveland, Buffalo, Boston, Philadelphia, Jersey City.

# RYERSON

## Plenty of Brick and Tile—

(Continued from page 122)

facturers indicate that those products will begin to reappear on the market within a few months after reconversion starts and will be produced at the 1939 rate within four to six months after manufacturers begin to reconvert their plants.

"Manufacturers of brick and tile and of many other building materials required for home construction will be able to attain large-scale production ample for all early needs as fast as manpower is released from plants now producing war goods. There is good reason to believe that the supply of labor will be adequate for all urgent construction needs during the period in question."

## How Much Families Can Afford to Pay For a Home—By University of Illinois

TO replace rule-of-thumb answers, Prof. R. M. Nolen, University of Illinois economist, has worked out what is claimed to be a simple and sound new system. He believes it can mean the difference between keeping or losing a home, between maintaining it or letting it go to ruin.

He says that the greatest usual error is not to allow for upkeep costs. These he conservatively estimates at \$20 a year per \$1,000 of value. Estimating taxes at \$18 and insurance at \$3, a homeowner thus should expect to pay \$41 per \$1,000—roughly \$4 per \$100—per year to maintain his home, in addition to interest and amortization on any loan.

To make Professor Nolen's system available to everyone, the Small Homes Council at the university has put it into a free four-page circular "Financing the Home." This is another in its series of non-technical publications for home planners.

It contains a check-list to estimate a family's housing allowance, and simple tables showing what value of home any allowance from \$15 to \$125 a month will finance at 4, 5, or 6 per cent interest and for 10, 15 or 20-year loans.

(Continued to page 126)



ARCHITECT, Gerard Colcord  
BUILDER, Wm. C. Warmington

**PAYNE ZONE-CONDITIONING**  
Successor to old-fashioned central heating. Circulated winter warmth, summer ventilation . . . controlled by zones or rooms. Write for new booklet.

## Design for Living

Lifetime comfort is assured by PAYNE gas-fired warm air heating . . . choice of tens of thousands of discriminating home owners, coast to coast.

**PAYNE  
FURNACE COMPANY**  
(One of the Dresser Industries)  
BEVERLY HILLS, CALIFORNIA

**PAYNEHEAT**  
OVER 30 YEARS OF LEADERSHIP





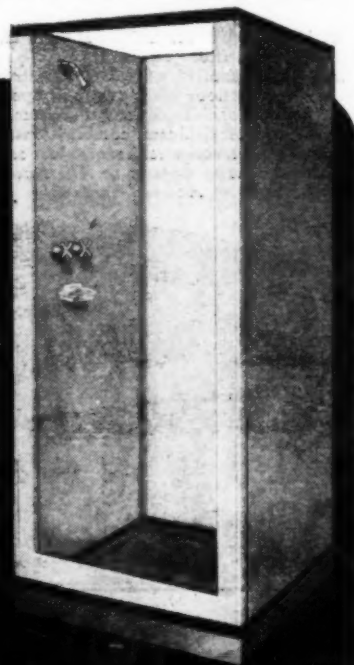
## SHOWER BATH CONVENIENCE IS PART OF MODERN LIVING!



INCLUDE A *Bathe-Rite* SHOWER  
CABINET IN YOUR NEW OR REMODELED HOMES

HEALTH AUTHORITIES endorse frequent shower bathing as a positive means for promoting better living. The convenience and pleasure of auxiliary shower facilities should be included in all homes designed for modern living.

"BATHE-RITE" SHOWER CABINETS are available now for present building needs, in your new or remodeled homes. Suitable for all types of structures. Simple to install, durable in construction, attractive in styling. Illustrated catalogue sent you upon request, or ask your jobber for details.



*Bathe-Rite*  
CABINETS

are available now  
in 32" x 32" and  
30" x 30".

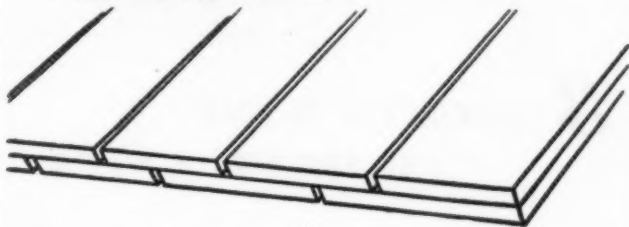
MILWAUKEE STAMPING COMPANY

800-S South 72nd Street

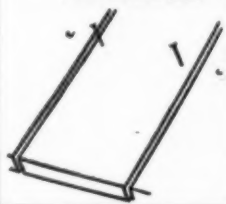
Milwaukee 14, Wisconsin

## A two-minute Lesson in "HOW TO BUILD A ROOF"

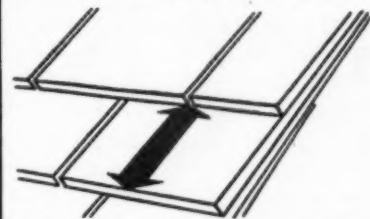
**1 APPLY A DOUBLE LAYER OF SHINGLES  
ALONG THE EAVES**



**2 USE 2 NAILS  
PER SHINGLE**



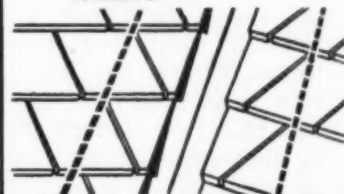
**3 USE CORRECT EXPOSURE**



**4 SPACE SHINGLES  
1/4" APART**



**5 BUILD GOOD DRAINAGE  
VALLEYS**



RED CEDAR is a fine-grained, even-textured wood, amazingly durable. Roofs of Cedar Shingles remain in perfect condition for decades.

For free working blueprints, showing correct methods of application for new roofs, over-roofing and side-walling with Red Cedar Shingles, write:

RED CEDAR SHINGLE BUREAU

5508 WHITE BLDG., SEATTLE 1, WASHINGTON

CANADIAN OFFICE: VANCOUVER, B. C.



*Red Cedar*  
**SHINGLES**





## 3 LIGHTS WIDE CASEMENT UNITS

... thanks to special Pella hinge  
design and rigid steel frame

Here is a line of casement units with full 28" sash openings. Heights run from 2' - 4 1/2" up to 4' - 5 1/4". These attractive stock-size units are helpful in solving many problems of design and proportion.

Pella special design hinges provide an extra long 5 1/2" plate for screwing into the solid wood top and bottom sash rails. Butt plate is riveted to the welded steel inner frame of Pella casement units. Hinge extends to allow washing from inside. Tamper-proof when closed. A special mortise and tenon sash joint gives greater gluing surfaces. Joints are also steel-dowelled. Sash is made from genuine White Pine full 1 3/4" square and toxic-treated. Pre-war installations have demonstrated these 3-light wide Pella casements to be thoroughly practical on all counts.

**PELLA 3-LIGHT  
WIDE SASH** easily  
supports weight of  
300 lb man with-  
out springing sash  
"out-of-true."



**Free FOR YOUR FILE!**  
22 separate pages  
of scaled Pella  
casement details  
for all types of  
installations. Send for your FREE  
set today. Write: ROLSCREEN  
COMPANY, Dept. C-65, Pella, Ia.



**ROLSCREENS** — the origi-  
nal roller-type inside screens.  
The ultimate in screen effi-  
ciency and convenience.



**DUAL GLAZING**—a single  
panel type that mounts on in-  
side of sash. Inconspicuous.  
Easily removed for cleaning.

# Pella CASEMENT WINDOWS

Made by makers of Famous Pella ROLSCREENS and Pella VENETIAN BLINDS

## How Much Families Can Afford to Pay—

(Continued from page 124)

Here's how the system works:

From total income—monthly or yearly—subtract income tax and retirement benefits. From this net income, subtract total costs of food and clothing, utilities and fuel, medical care, life insurance, other necessary expenses, recreation and car. The sum remaining is available for housing.

Taking the case of a family which has \$1,200 saved for a down payment to finance part of a new home, and whose income leaves \$44 a month available for housing, here's how they find out how much they can pay for a house:

On the \$1,200 part, annual upkeep, taxes and insurance at \$4 per \$100 will be \$48 a year. This takes \$4 a month from the sum available for housing, leaving \$40 monthly for a loan—including amortization and interest on the loan itself, and upkeep, taxes and insurance on that part of the house built with the loan.

The table shows that if a 5 per cent, 20-year loan can be obtained, \$40 a month will finance \$4,000. On these terms, and including the \$1,200 down payment, this family can buy or build a \$5,200 house and have every expectation of keeping up both the house and the payments.

Other items discussed briefly in the free circular are: Home Ownership vs. Renting, Preliminary and Extra Costs of Buying or Building, Down Payments, Mortgages, and the Place of Housing Costs in the Family Budget.

\* \* \*

## Urban Land Institute Publishes New Technical Bulletins on Planning

THE Urban Land Institute has just issued the first of a series of technical bulletins. The purpose is to make available to the members of the Institute "a developing text of tested principles and factual experience in community building and other subjects related to urban planning." Seward H. Mott is directing the work.

## A Valuable Aid FOR YOU WHO PLAN KITCHENS

PLANNED BY VIRGINIA HART, eminent kitchen consultant, this new portfolio can be a valuable aid for you—today and tomorrow. Complete with many illustrations of advanced kitchen design, plus floor plans and unit specifications—demonstrating unlimited possibilities for room arrangement with Kitchen Maid Standard Unit Cabinetry combinations. Be sure to get your copy—for file and frequent reference. Just ask your local Kitchen Maid dealer or write directly to The Kitchen Maid Corporation 556 Snowden Street, Andrews, Indiana.



**KITCHEN MAID**

THE FIRST MODERN KITCHEN



# BLUEPRINTS FOR YOUR HOUSE of TOMORROW



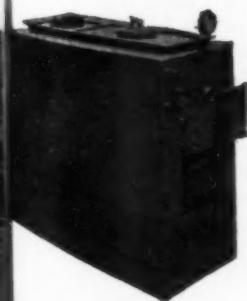
## YOU MAY HAVE REVOLVING FLOORS

Turning rooms about by merely pressing a button will be easy with revolving floors.

BUT -

*Your Heating Plant will be KOVEN WATERFILM*

The streamlined production of post-war America may bring the revolving stage of the theatrical world into the average home but then, as now, the KOVEN WATERFILM BOILER will be the leading choice for heating comfort. This smartly jacketed boiler incorporates all the most modern improvements to make it the fastest steaming boiler on the market. The patented construction of the WATERFILM BOILER provides quick heat, even room temperature and a plentiful supply of domestic hot water at all times. WATERFILM is made for automatic firing with oil, stoker or gas, in models suitable for use in industrial plants, apartment houses and large or small homes. The sectional series for apartment house or industrial plants can be taken through a 2 foot door thus eliminating rigging and alteration costs. Call or write KOVEN today for complete information.



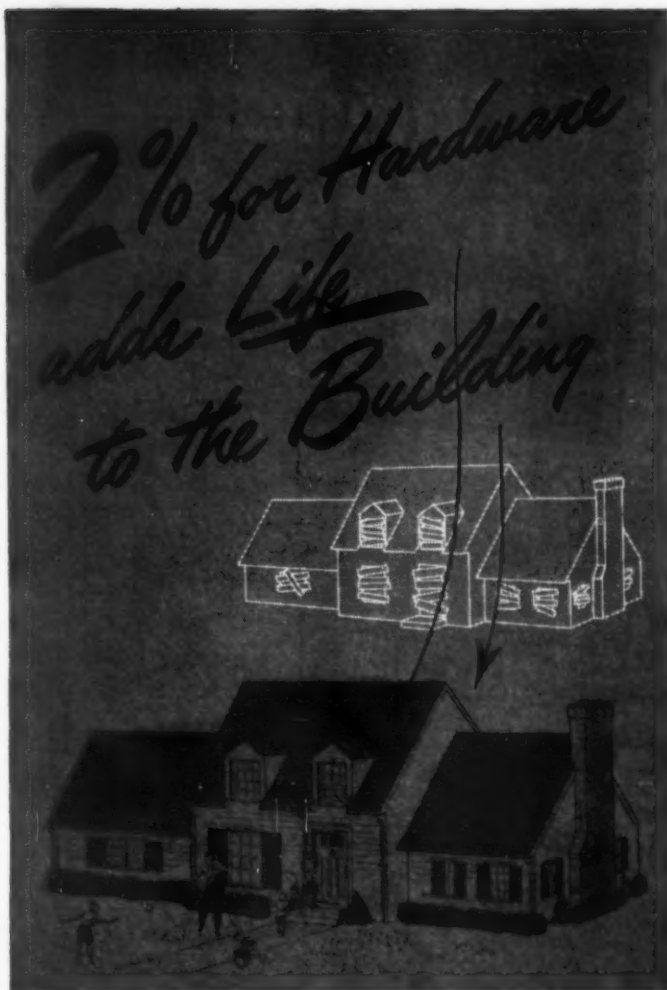
ONE PIECE MODEL—A.S.M.E. construction for war plant or apartment house use.

### WATERFILM BOILERS, Inc.

154 OGDEN AVENUE

JERSEY CITY, N. J.

PLANTS: JERSEY CITY, N. J. • DOVER, N. J.



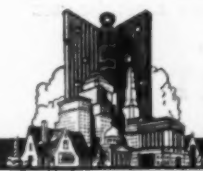
**H**ARDWARE, more than any other construction item, serves a definite, active function as long as the building stands. Practically all moving parts of the building—every door, exterior or interior, every window, cabinet, shutter, gate . . . every part of the building that swings, or opens and closes, locks or unfastens—the units that are a part of living . . . all depend on hardware, permanently.

Hardware, therefore, is subjected to more contact, usage and wear than any other structural item of the building. In addition, hardware lends itself as an important element of decorative design. Properly selected, hardware enhances the appearance and gives personality to a home.

You can win lasting appreciation if you recommend at least 2% of the contract price for hardware, because 2% will provide adequate hardware, and quality hardware of good design that will assure the complete satisfaction of your client in a home that keeps pace with living, day after day.

And to be doubly sure, suggest McKinney Hardware.

Write for a copy of McKinney's new booklet—"Details and Data on Hinges."



### McKINNEY

SINCE 1865

MANUFACTURING COMPANY

PITTSBURGH 12, PENNSYLVANIA



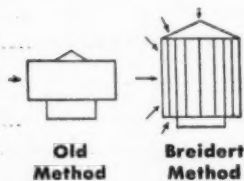
# Breidert Air-X-Hauster CHIMNEY TOP

The greatest scientific improvement  
in Ventilators in over 50 years



## Eliminates smoking fireplaces caused by down-draft

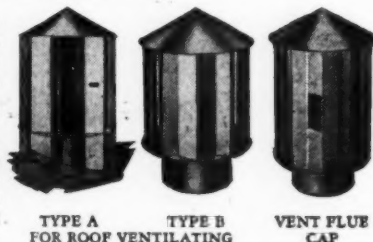
By stopping all down-drafts (interior negative pressure excepted), a Breidert Air-X-Hauster on the chimney absolutely prevents the fireplace from smoking and damaging furnishings. It provides positive "draw" regardless of wind direction! Scientifically designed to convert any wind current into a powerful suction force, the Breidert remains stationary, has no moving parts. Successfully in use in all parts of the country.



**TESTED AND CERTIFIED...** Thoroughly tested by Smith, Emery & Co. (Pacific Coast branch, Pittsburgh Testing Laboratories) with wind blowing at all angles, the Breidert's amazingly high capacities are fully certified.

### Breidert Air-X-Hauster Roof Ventilators and Vent Flue Caps

The remarkable ability of the Breidert Air-X-Hauster to provide positive ventilation no matter which way the wind blows, has been proved in thousands of installations throughout the country. Properly installed, the Breidert has never failed to fully meet every claim made for it!



**WRITE FOR FREE ENGINEERING DATA BOOK...** containing specifications and installation data, certified capacities, etc. Address Dept. AB.

## G. C. BREIDERT CO.

634 South Spring St., Los Angeles 14, California  
REPRESENTATIVES LOCATED IN PRINCIPAL CITIES OF THE U. S.

### G. E. Post-war Distributing Methods and Outlets to Remain the Same As Pre-war

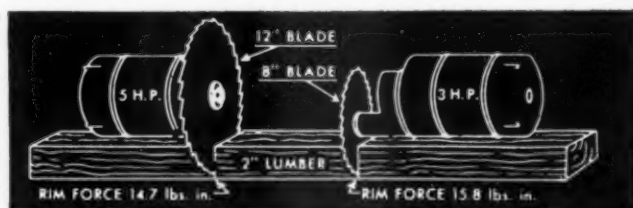
**C.** R. PRITCHARD, general sales manager of General Electric's appliance and merchandise department, recently stated that G.E.'s policy of distributing both major and traffic appliances postwar will be fundamentally identical to its pre-war policy.

The department has 60 wholesale major appliance distributing outlets for G.E. refrigerators, ranges, water heaters, home laundry equipment, dishwashers, disposals, electric sinks and kitchen cabinets. These distributors, operating in assigned trading areas, will maintain sales organizations and local warehouse stocks at over 125 points, and will be prepared to serve the retail dealers in every city and town in the United States, Hawaii and Alaska. In order to extend the exposure and acceptance of items of particular interest to the plumbing trade such as dishwashers, disposals and electric sinks, these products will also be distributed in the United States by the Crane Company and its branches.

Better than 50 per cent of the distributing outlets will be independent wholesalers, many of whom have been with G.E. since the General Electric refrigerator was first announced in 1927. While there have been some divisions of large territories and appointments in smaller markets, G.E. will have about the same number of independent distributors as it had before the war.

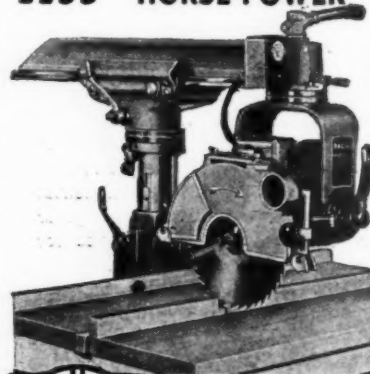
General Electric will operate its own major appliances wholesale distributing branches in nine major markets. Seven of them, located in New York, Newark, Cincinnati, St. Louis, Pittsburgh, Los Angeles and Philadelphia, are new. They were added to the two branches which G.E. operated before the war. Mr. Pritchard pointed out that these branches are in large metropolitan markets where product specialization is essential, and that the branches would devote all of their efforts to the promotion and sale of the company's major appliances.

(Continued to page 130)



### Walker-Turner Radial Saws

**GIVE  
MORE "SAW-POWER"  
WITH  
LESS "HORSE-POWER"**



• **WALKER-TURNER** geared motors get the shaft closer to the work, permitting the use of smaller blades. Since these smaller blades, requiring less horsepower, cut with greater rim force, the "saw-power" is increased substantially. Other advantages of the Walker-Turner Radial Saw include quick tool changes for crosscutting, ripping, dadoing, shaping, routing, tenoning, mitering—ability to cut all materials from wood to metal. Write today for detailed literature.

**WALKER-TURNER CO.**  
Plainfield, New Jersey



### MACHINE TOOLS

DRILL PRESSES — HAND AND POWER FEED • RADIAL DRILLS  
METAL CUTTING BAND SAWS • POLISHING LATHES • FLEXIBLE SHAFT MACHINES  
RADIAL CUT-OFF MACHINES FOR METAL • MOTORS • BEST & DISC SURFACES



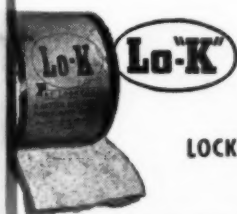
# "MUST"



## in All New Construction

### Lo-"K" flameproofed COTTON INSULATION

tion is gaining recognition as the most efficient insulation known. Lo-"K" flameproofed cotton meets every insulation need for modern construction or remodeling. Its low heat conductivity or "k" value stops heat and cold far more effectively, providing year-round all weather comfort. It is lighter weight, flexible, easier and more economical to install. It is moisture, rot and vermin resistant for maximum utility. And, of course, flameproofed for safety. Farsighted, modern minded architects, contractors and builders are specifying it almost exclusively.



Available at your lumber or building material dealer in easy-to-handle blanket rolls for all standard construction.

A Product of  
**LOCKPORT COTTON BATTING COMPANY**  
Established 1870  
LOCKPORT, NEW YORK

Lockport Cotton Bating Company  
Dept. AB-6, Lockport, New York

Gentlemen: Please send me the facts about Lo-"K" Cotton insulation for better building—

- ☐ ARCHITECT ☐ DEALER  
☐ CONTRACTOR OR BUILDER

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## Not for WAR -but for PEACE!



## Window Planning *begins now*

The men in uniform who so frequently are seen studying large scale maps plan death and destruction. But on the Home Front other groups — not in uniform — study plans for war's great aftermath — the building of homes for an enduring peace.

When the reconstruction era begins, time will be a vitally important factor. That is why, among other considerations, window planning must be under way now. And that is when the Grand Rapids Invisible Sash Balance must be a part of that planning.

Now being used in thousands of war housing projects, the Grand Rapids Invisible has proved itself smooth and dependable in performance; easily and quickly installed — an asset to contractors in war time and a boom to profits in peace.

At present governed by government priorities. Send for catalog for information and delivery details.

**GRAND RAPIDS HARDWARE COMPANY**  
GRAND RAPIDS • MICHIGAN



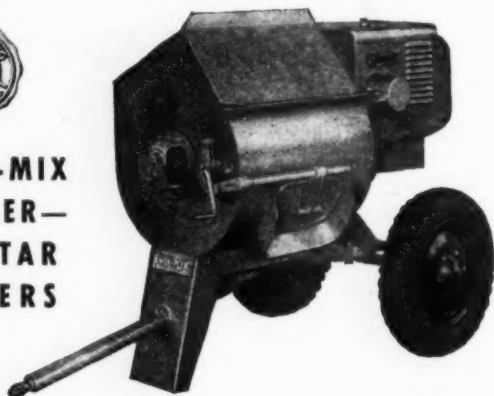
# NEW KWIK-MIX 6-S DANDIE



New Kwik-Mix 6-Foot Concrete Mixer. (Complying with A.G.C. standards). Strength without Overweight • Faster Charging • More Thorough Re-Mixing • Faster Discharging • Better Working Balance • Leaf Springs • Safer, Faster Trailing. Ask for catalog 6-SAB today.



**KWIK-MIX  
PLASTER—  
MORTAR  
MIXERS**



Kwik-Mix 6-P Plaster-Mortar Mixer is completely discharged in 7 seconds. Weighs only 850 pounds, easy to move. Easy to charge because of low shoveling height. Non-Tilting. Air-Cooled engine. V-Belt and worm drive. Kwik-Mix 10-P Plaster-Mortar Mixer is 4-wheel tilting type.

**KWIK-MIX COMPANY**  
KOEHRING SUBSIDIARY  
PORT WASHINGTON • WISCONSIN

## G. E. Post-war Distribution—

(Continued from page 128)

The G.E. Supply Corporation will continue as a wholesale distributor of the major appliances in about the same number of markets as before the war.

The company's traffic appliances, as in the pre-war years, will be distributed through multiple wholesale outlets in order to reach all types of retailers. The electrical dealer, department store, furniture store, utility outlets, jewelry, drug and hardware retailers will be served by the same type of distributing organizations that supplied them in the pre-war years.

\*\*\*

## F.H.A. Financing Leaps Ahead

Purchase of existing homes with loans insured by the Federal Housing Administration were 50 per cent greater during the first quarter of this year than in the same period of 1944, Commissioner Abner H. Ferguson announced in May.

Applications for mortgage insurance on existing homes filed with state and district offices of the F.H.A. during the first three months of 1945 numbered 18,204 and amounted to \$92,871,988, chiefly for Title II insurance. This compared with 13,211 applications amounting to \$63,660,802 filed during the first three months of last year.

Title I loans for repairs also showed a large increase for the period, Ferguson reported. Such loans reported by private financial institutions during the first quarter numbered 115,960 and amounted to \$40,393,966, compared with 88,541 loans for \$27,372,680 reported during the first quarter of 1944.

Family dwelling units started under the F.H.A. program during the quarter numbered 6,687 while 16,635 units were completed. This compared with 12,979 started and 28,825 completed during the preceding quarter and with 25,922 started and 30,948 completed during the first quarter of 1944.

Virtually all privately financed housing built for war workers is currently being covered by F.H.A. Title VI insurance, Ferguson said.

**Less heat-waste  
up the stack**

**with JOHNSON  
OIL BURNERS**

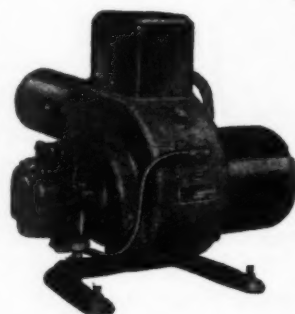


Johnson Boiler-Burner Units capture and use an exceptionally high percentage of the potential heat in every gallon of oil they burn ... a fact which directly affects fuel consumption and the price of heat.

If you're looking for *real* fuel economy (and who isn't) it will pay you to investigate the super-efficiency, the dependability and the fine engineering that have

been built into Johnson Burners for 42 years.

There's a size and type that's exactly right for any heating problem, be it big or little, industrial or domestic. Ask us about these fine burners that use low-cost oil and get the most out of it. Some types of equipment are available right now. May we tell you about it?



**...Johnson Oil Burners...**

S. T. JOHNSON CO.  
940 Arlington Ave., Oakland 8, Calif.  
401 No. Broad St., Philadelphia 8, Pa.





WITH **Mall** PORTABLE POWER TOOLS

**Mall Saw** 2 powerful electric models: model 85 has 8 1/2" blade and 2 3/4" cutting capacity for cross cutting and ripping rough or dressed lumber, making bevel cuts up to 45 degrees and other sawing. Model 120 has 12" blade and 4 1/2" cutting capacity for extensive sawing and ripping of heavy lumber and timbers.

Both models operate an abrasive wheel for cutting non-ferrous metal, cutting and scoring tile, stone and concrete.

**Mall Plane** (Electrically driven) is 10 times faster than a hand propelled jack plane yet does a smoother, accurate job. The operator simply guides the plane across the work—plane makes cuts up to 1/8" by 2 1/2" wide in both pine and hardwood. Cutter is under constant control. Depth of cut easily varied 0" to 1/8" by simply turning handle. Full ball bearing mounted.

**1/4" Mall Drill** a handy, compact, lightweight (3 lb.), cool-running drill for drilling in wood, metal and plastics. Made to order for close quarters. Ruggedly constructed with steel alloy gears and extra long brushes for long service. Commutator is easily accessible for servicing. Brushes can be replaced without dismantling drill. Available for 110-volt A.C. or D.C., also 220-volt A.C. or D.C.

Ask your Dealer Today for Mall Drills, Mall Saws, Mall Planes, and Mall Concrete Vibrators or write for literature



**MALL TOOL COMPANY**  
7737 South Chicago Ave. Chicago 19, Illinois

**Mall** PORTABLE POWER TOOLS

# HOPE'S WINDOWS

1818 The Name Guarantees 1945



Residence, Long Island, N. Y., for Hollis Hills, Inc.  
Ira Bernkopf, Bldg. L. Maxon, Archt.

## Modest Homes will have these Practical Advantages

A generation ago the small home builder copied what he could of the externals of fine residences. In post-war building activity, emphasis will be on the features that make a home more convenient and better to live in.

That includes HOPE'S Steel Windows, since their more durable quality, superior weather-tightness, greater light area and better control of ventilation will cost no more than an ordinary window, reasonably well-made and weather-stripped.

HOPE'S Residence Casements will be obtainable in standard sizes that will cover all of the small home builders' needs.

**HOPE'S WINDOWS, Inc.**  
Jamestown, N. Y.

BACK THE ATTACK BUY WAR BONDS



## Milwaukee BUILDERS HARDWARE FOR CUSTOMER SATISFACTION

MILWAUKEE — the QUALITY  
Line of Builders Hardware



### A Method of Serving Low Cost Market—

(Continued from page 101)

characterized by larger area, open plan, interchangeable units, which compromises convenience or livability in no way, but which foregoes any attempt to satisfy nostalgic desires for: "What a house ought to look like."

2. ACCEPTANCE OF THE TRADITIONAL STYLE scaled down for economic reasons. In reducing the scale the dignity of good traditional is lost and we have the "Cute and Colonial," and corresponding cramped living and inconvenience.

3. CONTINUE TO LIVE IN OLD PROPERTY which as a result of depreciation offers more physical space than the second choice, but with increased inconvenience and less desirability.

Our suggestion to implement alternative number 1, above, is presented in the design shown herewith, a flat roof, one floor and no basement. We would build this house in the following way:

Concrete floor slab with radiant heating coils laid on rigid insulation, 2 x 2 sleepers, sub and finish floor. Slab for house, terrace, and garage poured in one operation. Finish floor raises level of interior floor.

For future expansion, heating coils are connected to existing valves; wood floor laid, as above, over existing concrete. With the moving of the closet and new door in existing window opening, alteration is minimum in cost.

This design would permit use of standardized, interchangeable wall sections permitting variety of exterior and giving purchasers choice of interior finish materials. There has been no attempt to follow minimum standards for room sizes but simplicity of fabrication has been favored in each instance.

The fireplace might be challenged, but the shortness of required chimney construction makes economical installation possible. We recommend this type solution, recognizing sales resistance may be easier to overcome than higher costs of typical design.

## One way to Build Beauty in CONCRETE MASONRY WALLS

Here's the most economical way to build attractive concrete masonry walls. Emphasize the horizontal joints by making them concave with a jointing tool. Cut the vertical joints flush and tight to subdue them. Then finish with portland cement paint and you have an attractive, weathertight wall, a credit to the contractor.

But whatever you build of concrete, whether it is a firesafe concrete house or farm building, garage, foundation, loading platform or an industrial driveway, you give your customer low annual cost—the true measure of building economy.

Helpful "how to do it" literature on concrete improvements for industrial or commercial uses or on farms is available to you on request. Free in United States and Canada. Please specify type of information desired.

**PORTLAND CEMENT ASSOCIATION**  
Dept. A6-3, 33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of concrete  
... through scientific research and engineering field work





**BARNEY THE BUILDER says:**

**EXCLUSIVELY WITH ORANGEBURG:**

# TAPERWELD JOINTS

**Permanently water-tight  
without cement  
or joining compound**



Here's one of the big reasons for the nationwide success of ORANGEBURG pipe—special TAPERWELD JOINTS. No cement or joining compound is needed. A water-tight, root-proof connection is quickly, securely made even in a wet trench.

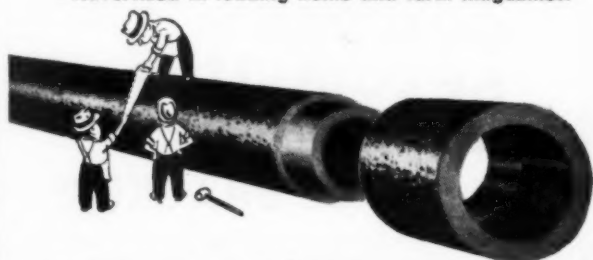
It's as simple as this: A 2 degree taper has been accurately machined on the ends of each pipe. A mating taper is machined on the Taperweld sleeve coupling. A block and a light sledge drive the joint home with easy blows.

Other time and labor saving features are ORANGEBURG's long lengths and light weight. With Taperweld Joints they mean much faster, simpler, easier installation of house-sewer or septic tank connections, conductor pipe, outside downspouts, industrial waste drainage lines. Also comes in PERFORATED type for trouble-free installations for septic tank filter beds, foundation drains, farm-land drainage lines.

ORANGEBURG PIPE has real profit possibilities for YOU! Mail the coupon now for complete information.

*Don't miss these other ORANGEBURG advantages:*

- Sewer line ready for testing or use at once.
- Can be joined to other kinds of pipe.
- Does not break or crack easily—lasts a lifetime.
- Can be sawed to any length—no waste—all pipe useable.
- Non-rigid, withstands soil settlement.
- Non-metallic, does not corrode.
- Advertised in leading home and farm magazines.



## ORANGEBURG

**The Root-Proof Pipe**



WITH 50 YEARS EXPERIENCE IN THE MANUFACTURE OF NON-METALLIC CONDUIT AND PIPE, ORANGEBURG SERVES THE POWER AND LIGHT, TELEPHONE, GENERAL CONSTRUCTION, CHEMICAL, PETROLEUM, PLUMBING AND BUILDING SUPPLY FIELDS WITH ELECTRICAL FIBRE CONDUIT . . . ELECTRICAL UNDERFLOOR DUCT SYSTEMS . . . AND FIBRE PIPE FOR NON-PRESSURE USES.

THE FIBRE CONDUIT COMPANY  
ORANGEBURG, N. Y.

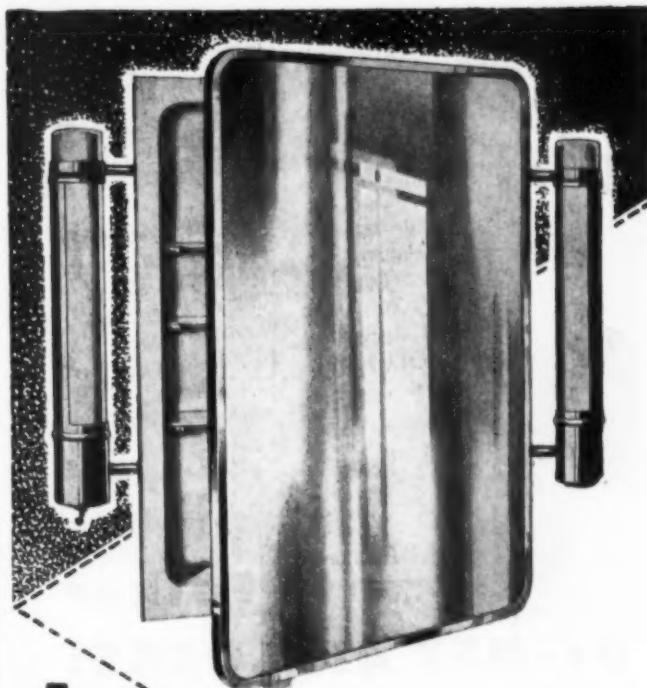
(AB-6-45)

Please send catalog on ORANGEBURG PIPE.

Name.....

Address.....

City.....



## Let's look to the FUTURE!

WHEN the war is over, or when present restrictions are relaxed, Lawson Bathroom Cabinets will again maintain their position of leadership, backed by 129 years of manufacturing experience.

Lawson Bathroom Cabinets definitely set the tempo for smart styling, beauty and sound construction. Their high reputation for utility and high value is nation-wide!

The Lawson line has always been so complete and the range of prices so wide that the *right* Cabinet could easily be found for every type of building, to fit every budget. And each Cabinet in every price range was made to the same high standard of quality!

You may expect great things of the Lawson line to come, for it will combine the traditions of the past with the finest developments of the future!

**WORLD'S LARGEST  
BUILDERS OF  
BATHROOM CABINETS**

**THE F. H. LAWSON CO.  
CINCINNATI 4, OHIO**



129 YEARS  
OF QUALITY



# SAW THESE USEFUL MATERIALS

Rimlocks quickly saw: TILE; HARD BRICK; VITRIFIED AND SEMI-VITRIFIED CLAYS; CONCRETE; CEMENT-ASBESTOS BOARD, SHEET AND PIPE; PORCELAIN; EXTRA-HEAVY OR LAMINATED GLASS; CORRUGATED GLASS; GLASS TUBING AND BLOCKS; SLATE; MARBLE; GRANITE and similar non-metallic substances.



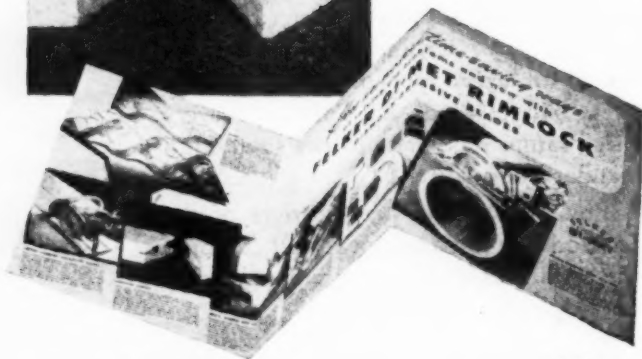
## ..with Felker DI-MET RIMLOCKS!

Low-cost, Fast-cutting, Unbreakable Diamond Abrasive Wheels

One Rimlock diamond abrasive wheel replaces the need for several ordinary abrasive wheels of different grits for cutting hard, brittle, non-metallic materials. Their diamond embedded rims are fast cutting, producing smooth, straight surfaces and taking deep cuts in a single pass. Because of their all-metal construction, Rimlocks eliminate all operator danger from wheel fracture. Commonly used sizes from 1" to 36" O.D. for all machines are economically priced.



HARD BRICKS such as this Haydite block are a cinch for Felker DI-MET Rimlocks. Approximately four times greater cutting speed was attained with Rimlocks than by former cutting methods.



### PUT THESE IDEAS TO WORK!

This folder shows many Rimlock applications that save you hours on every job—write for your free copy today!

**FELKER MANUFACTURING CO.**  
1118 BORDER AVENUE, TORRANCE, CALIFORNIA

MANUFACTURERS OF FELKER DI-MET DIAMOND ABRASIVE WHEELS

## Kaiser Community Homes

(Continued from page 84)

munity sites, obtain the necessary materials and manufactured components, provide the designs, establish and maintain high standards of construction, and market the homes to the public. The price of the homes, including a large lot, is estimated between \$4,000 and \$5,000.

Burns, President of the new company, explained that in order to realize the efficiencies inherent in large scale operations, a minimum of 200 homes, with the average projected at 500 homes, will be constructed in each community.

Burns went to California in 1921, and with the exception of a successful venture in the oil business, has been active in the home building field ever since. He has built several thousand houses which were sold at down payments ranging from \$95 to \$295. He is President Emeritus of the National Association of Home Builders. He established and personally financed the Fritz B. Burns Research Division for War and Post-war Housing which, for the past two years, has been investigating materials and techniques to improve the quality, convenience and beauty of post-war housing and at the same time, cut costs.

### Some Sections Pre-Fabricated

Kaiser does not apply the label of pre-fabrication to the home, yet many of the parts, such as the kitchen, heating and bathroom units, will be shipped complete to the site, having been manufactured either by Kaiser plants or under independent contracts. The actual work of construction will be done largely by local contractors. The Kaiser organization will acquire the land, provide the designs, supervise the construction in order to maintain rigid specifications, and will market the homes.

The home-building industry, Kaiser thinks, will give the same stimulation to America's economy after this war that the automobile industry did after the last war. He believes construction of 2,000,000 homes will give direct employment to

(Continued to page 136)

# WAGNER

## BUILDERS SPECIALTIES

### ROOF BRACKETS

One model for both wood and composition shingling. Safe . . . durable . . . simple to use. Fastens with ordinary six or eight-penny nails.



### LADDER BRACKETS

Adjustable. Attached to ladder rail. Takes two 6" or one 10" plank.



### FOLDING SCAFFOLD BRACKETS

Fold to transport. Save time . . . save space. Easily installed . . . quickly removed. Speed up building.

When restrictions are lifted full scale production of Improved Wagner Builders Specialties will be resumed immediately.

**WAGNER MFG. CO.** Dept. AB645  
Cedar Falls, Iowa



## What Makes Houses WAVE?



### New Homes Must Have Lumber That Is Stabilized and Termite Repellent

Where can you find a home without cracked walls, drafty windows, floors that buckle or warp, doors that stick; due to dimensional change of lumber? These defects were excusable in the old days. They are inexcusable in this new day. Treated lumber has made possible the better homes that the public demands.

WOODTOX (wood preservative and moisture repellent) controls decay, stain, mold, mildew, termites, lyctus beetles and wood borers . . . plus control of warping, splitting, checking and grain raising. Gives a finer base for paint or varnish finish. Adds only insignificantly to the cost of construction.



### For the Termite Infested Building

TERRATOX is a proven termite control. Applied to either wood or soil, its effect lasts over many years. The building contractor with his knowledge of construction and the help of TERRATOX is the man best equipped to do a thorough job of termite control.



SEND FOR BULLETINS . . . sent to architects, building contractors and lumber yards, fully describing WOODTOX and its ease of application . . . and TERRATOX, giving a full and easily understood explanation of the "Whys" and "Hows" of termite control.

### WOOD TREATING CHEMICALS CO.

5137 Southwest Ave., St. Louis 10, Mo.

Sales Agents for MONSANTO CHEMICAL CO.  
Santophen 20, Santobrite and Permasans

## Cabinet Hardware



### Styled to Sell . . . PROFIT PACKED

A high quality matched set in Bright Zinc finish. Available in a "Profit Packed" deal or sold as individual items. Deal comes complete with attractive display board. Here is an eye-catching big profit line that will attract and easily sell itself to your customers. Matched sets, distinctively designed for quick sales.

**COUNTER DISPLAY BOARD** Put this attractive display on your counter and watch it go to work. Sells hardware on sight. Display board includes a sample of each item illustrated above.

**PACKAGED FOR YOUR CONVENIENCE** To speed up handling and delivery, and to prevent loss of parts, each item is individually packed in an attractive, heavy envelope. Catalog number, illustration of product and installation data are printed on the face of each envelope for quick and easy identification.

Your "All From One Source" Hardware Manufacturer



## NATIONAL LOCK COMPANY

Builders Hardware Division • ROCKFORD, ILLINOIS

# TERMITE CONTROL

*-the builder's great opportunity*

### PROFITABLE FRANCHISES FOR ESTABLISHED CONTRACTORS

ANTIMITE, the national system of termite control, provides a protected franchise for experienced, responsible building contractors in each locality. Many localities are already franchised to such authorized ANTIMITE representatives, but the greatly increased demand for ANTIMITE has resulted in expansion which offers some more local franchises.

ANTIMITE franchises are valuable and profitable. If you feel that you can qualify, write to:

**The ANTIMITE Company**  
5137 SOUTHWEST AVE.  
ST. LOUIS 10, MO.

## 8 BIG BUILDING BOOKS



FOR EXAMINATION  
SEND NO MONEY

Learn to draw plans, estimate, be a live-wire builder, do remodeling, take contracting jobs. These 8 practical, profusely illustrated books cover subjects that will help you to get more work and make more money. Architectural design and drawing, estimating, steel square, roof framing, construction, painting and decorating, heating, air-conditioning, concrete forms and many other subjects.

### BETTER JOBS—BETTER PAY NOW AND AFTER WAR

### UP-TO-DATE EDITION

Keep busy now at good pay, and be prepared for after-war building boom. Big opportunities are always for MEN WHO KNOW HOW. These books supply quick, easily understood training and handy, permanent reference information that helps solve building problems.

These books are the most up-to-date and complete we have ever published on these many subjects.

### Coupon Brings Eight Big Books For Examination

AMERICAN TECHNICAL SOCIETY

Vocational Publishers since 1899

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Drexel at 58th Street,

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You may ship me the Up-to-Date edition of your eight big books, "Building, Estimating, and Contracting," without any obligation to buy. I will pay the delivery charges only, and if fully satisfied in ten days, I will send you \$2.00, and after that only \$3.00 a month, until the total price of only \$34.80 is paid. I am not obligated in any way unless I keep the books.

Name .....

Address .....

City .....

State .....

Please attach a letter stating your age, occupation, employer's name and address, and that of at least one business man as a reference. Men in service, also give home address



# VICTOR

Here is the perfect answer to more room.—it makes attic space accessible without sacrificing space below. Just like adding an extra room or two. Safe and simple—easy to operate and install—for new or old homes—ceiling heights 7' 4" to 9' 0".

Shipped K. D., with complete instructions.

SOLD THROUGH BUILDING SUPPLY DEALERS

## DISAPPEARING STAIRWAY



★  
**MAKES  
WASTE ROOM  
USABLE**

Qualitybilt  
WOODWORK

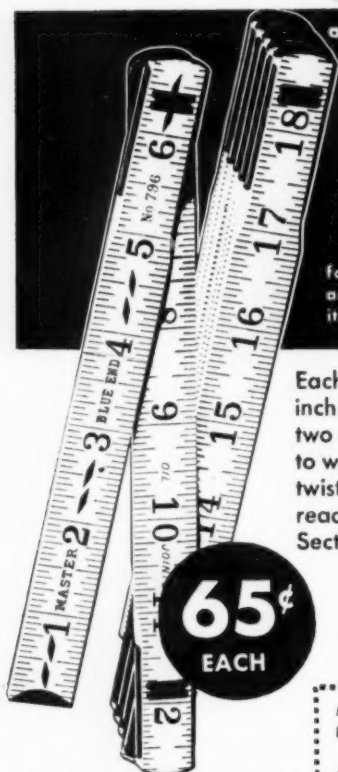
Sliding Window Units . . Basement Sash Units  
Front Entrances . . Deluxe Kitchen Units . . Uni-rol Overhead  
Garage Doors . . Unipak Wood Casements . . Farlo Unique  
Frames . . Farlo-Vent Ventilators . . Sash . . Doors . . Frames  
Screens . . Cabinet Work . . Stair Parts

**FARLEY & LOETSCHER MFG. CO.**

ESTABLISHED  
1875

DUBUQUE, IOWA

70 YEARS  
OF SERVICE



**THE RULE  
THAT CAN  
"TAKE IT"!**

For years the BLUE END wood folding rule has been a leader among zig-zag rules because of its long life and rugged qualities.

Each stick tested to withstand 280 inch pounds pressure. Its patented two piece metal joint is designed to withstand the strain of constant twisting. Markings for flat inside reading with rule flush to work. Sections made from straight grain white northern maple. Finished in a glass hard white gloss enamel with jet black figures and graduations.

**65¢  
EACH**

**MASTER**  
WOOD AND TAPE RULES  
TRADE MARK

Master Rule Mfg. Co., Inc., Dept D-6  
815 E. 136th St., New York 54, N. Y.

Please send me \_\_\_\_\_ Blue End folding rules.

Enclosed please find \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

(Continued from page 134)

1,750,000 workers and indirect employment in allied fields for 2,500,000 for a total of well over 4,000,000 jobs.

He plans to use mass-production methods for homes similar to the methods used for automobiles. By planning his project on this huge scale, he believes that costs can be cut to the point where he can provide perhaps a million homes that otherwise would not be built. Kaiser believes the War Production Board will release materials soon, and that man power will become increasingly available from the ranks of returned soldiers and from cut-backs in war industries.

### Dustproof Homes

Burns, the Los Angeles builder who is a partner in the new enterprise, described details of the homes at a press conference. The dwellings are complete, even to a separate compartment in the kitchen designed for drying women's stockings. In addition to the standard heating and air-conditioning units, the purchaser can buy for perhaps \$150 additional, an electric air-cleaning unit which might make it unnecessary for the housewife to dust more than once a month.

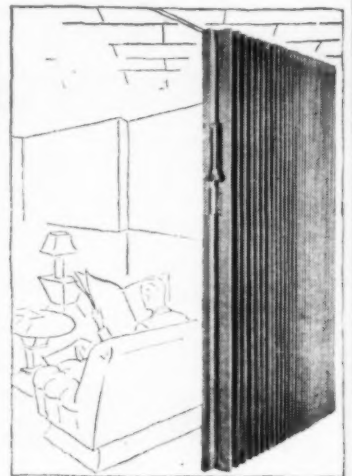
The homes all have the same rectangular, box-like basic design, but they don't look all alike, it was explained. The garage can be placed in several different positions in relation to the house, and the porches and the pitch of the roofs can be varied. The position of the houses on the lots and the ground plantings also can add variety.

### Nation-wide School for Automatic Heating Launched by Minneapolis-Honeywell

THE largest educational program ever undertaken in the heating industry got under way in Chicago and New York recently when the Minneapolis-Honeywell Regulator Company lifted the curtain on what promises to be a nation-wide school for virtually every individual associated with automatic heating.

In preparation for more than a year, the "school" will be open to dealers, wholesalers, and all others who are interested in heating, C. B. Sweatt, vice-president, said.

### Give Your Clients More Flexible Living ...with Modernfold DOORS



By writing Modernfold Doors into the specifications, you'll be helping to achieve the practicality and efficiency desired in postwar design. Modernfold, with its accordion-like opening and closing, is suitable for homes large and small . . . gives them room flexibility. Fold Modernfold to the walls, and the entire area is available . . . bring them together and the privacy of small rooms is available. And Modernfold is beautiful too—a distinct asset to room decoration. See how Modernfold can help your business—and your profits. Write today for full information.

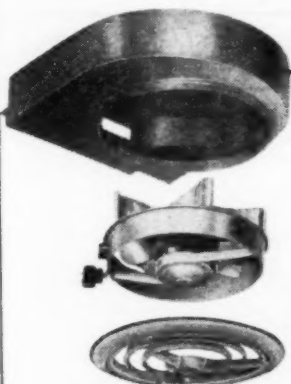


### NEW CASTLE PRODUCTS

1607 I Street, New Castle, Indiana

In Canada: Richards-Wilcox Canadian Co., Ltd.  
London, Ontario





**HOME OWNERS  
WILL DEMAND**

## "Spot" Ventilation ..

BLO-FAN "Spot" Ventilation eliminates unwanted air from kitchen, bathroom and gameroom *at the source!*

The patented combination of breeze fan and blower principles give the Blo-Fan *volume plus power*. Ceiling installed—over the spot where odors and vapors originate—a Blo-Fan is twice as effective as a similar size fan in a side wall across the room.

Show your customers our new booklet, "Danger Spots in Your New Home." *Send for your copy today!*

**PRYNE & CO., INC.**  
1245 E. 33rd STREET, LOS ANGELES 54

BRANCHES (TO BE RE-ESTABLISHED AFTER WAR)  
SAN FRANCISCO • SEATTLE • CHICAGO • NEW YORK

*"Spot" Ventilation MEANS Blo-Fan*



**Majestic**  
CIRCULATOR FIREPLACE  
*Assures Smoke-Free  
Heating Efficiency*

You can be sure of smoke-free operation plus room-wide heating in every fireplace you install if you use the Majestic Circulator Fireplace Unit. In addition you will save on masonry work, for the Majestic unit provides scientifically engineered forms around which to build, and does away with all guessing. Cool air is drawn from floor level, circulated past the patented "Radiant Blades" and out through warm air grilles at mantle level, heating the entire room. Lasting satisfaction for every home owner is assured. Write today.

Also Outdoor  
Fireplaces  
Underground  
Garbage  
Receivers  
Incinerators  
Dampers  
Coal Chutes  
Many others

**THE MAJESTIC COMPANY**

1000 Erie St., Huntington, Indiana

## COMET Radial Power SAWS



*Use*

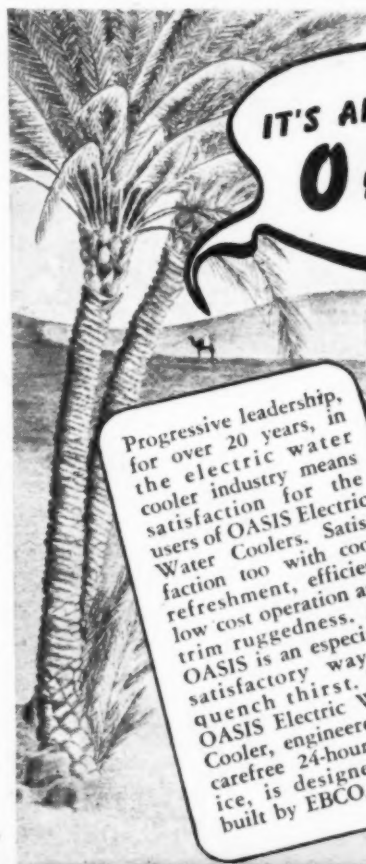
**COMET SPEED FOR VOLUME BUILDING**

Big, rugged, powerful Comet Saws literally absorb tough cutting, big volume jobs. Famous for their speed and sturdiness... and for their efficient, economical operation. Ask your dealer about Comets, or write direct.

CONSOLIDATED MACHINERY & SUPPLY CO., LTD.  
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**COMETS** *cut quicker*



IT'S AN  
**OASIS**

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As usual, look to A-P for your requirements in the postwar market.

**Allith-Prouty**  
INC.

DANVILLE, ILLINOIS, U. S. A.

## LETTERS

(Continued from page 7).

amount of their obligations. Some families were buying on the installment plan more than the earnings of the head of the family. They owned cars of the Buick and Packard type but they continued to live in the same housing and they did not have garages for their cars.

When people talk to me about the need for better housing, I ask them point blank: "If you find a family that should have a better house—in your opinion—and I offer (a) to buy them a new house such as you say they should have or (b) buy them the house they live in, build a garage and buy them a car, which offer will they accept?"

Owning your own home still helps your social status in New England but it doesn't help maintain that social status. It costs more than to be a tenant. Did you ever hear of anyone making a business of building one family houses that were to be rented—owned by the people who had them built and held for income?

Trust I have not bored you.—BEECHER OGDEN, Roosevelt, N.Y.

### From Producers' Council

To the Editor: I have just finished reading the second issue (April) of my subscription to your magazine. It is a swell magazine and it gives many how-to-do-it pointers for a young fellow starting out in the business.

Where may I obtain information about the 4" modular method of construction?

I am glad that you are running a series of articles on building with a minimum of critical materials.—ROY B. LARSON, Falconer, N.Y.

The information requested by this reader can be obtained from the Producers' Council, Inc., 815 15th St., N.W., Washington, D.C.



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Easier!**

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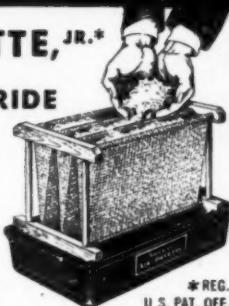
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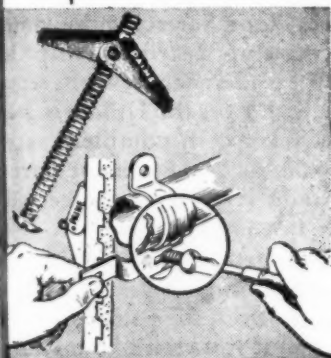
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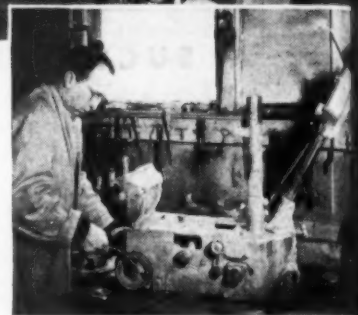


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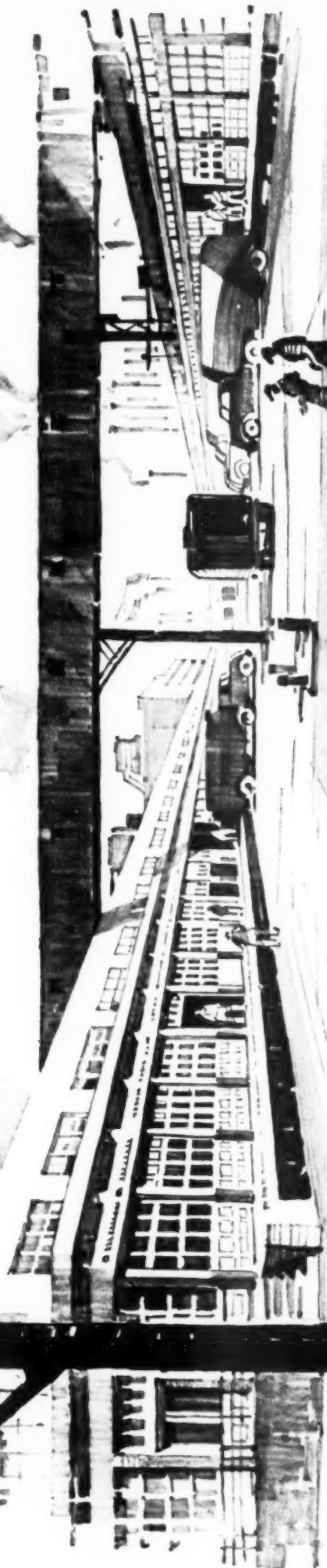
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